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NATIONAL PRINTER JOURNALIST

PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

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Foreign Subscriptions $3
Single Copies 25c

VOLUME FORTY-FOUR
NUMBER ONE : : : : : : : NPJ

Wishing You a Happy New Year

ONE DAY isn't so much. One WEEK is quite a chunk. To look ahead one MONTH needs a steady hand and eye. To plan one NEW YEAR : : that's an *Art*, if it isn't to become a Burden.

How's your load for 1926, which you have piled on yourself? Friend, get it straightened out and well balanced *now!*

Haven't you found that each New Year, whether or not it *looked* heavier at the start, has swung along more easily? *We have!* : : and we tell the world so, at Forty and Four.

Good cheer, then, for 1926!

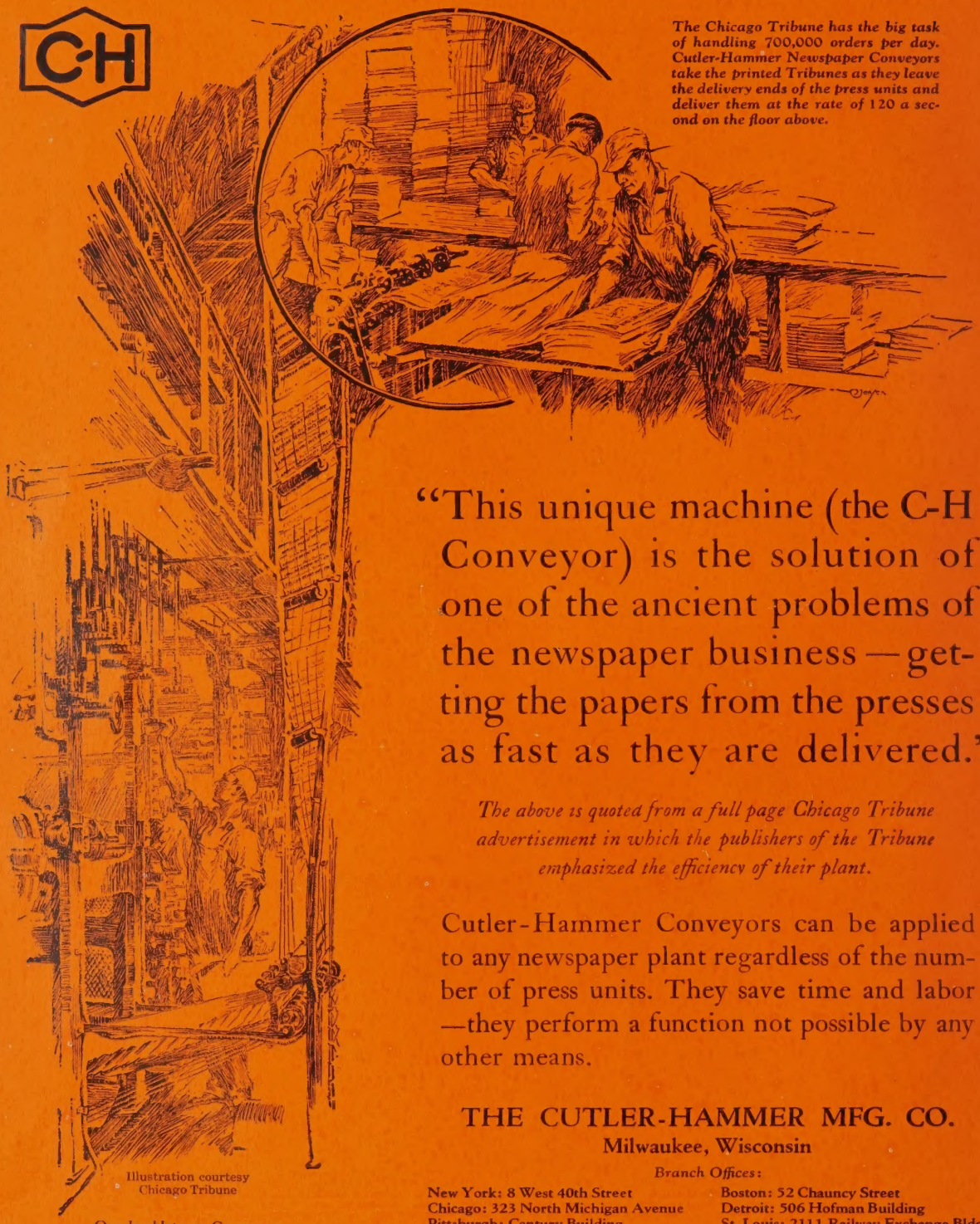
—J.L.M.

January, 1926
Number 1 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

NEWSPAPER CONVEYORS

C-H



The Chicago Tribune has the big task of handling 700,000 orders per day. Cutler-Hammer Newspaper Conveyors take the printed Tribunes as they leave the delivery ends of the press units and deliver them at the rate of 120 a second on the floor above.

Illustration courtesy Chicago Tribune

"This unique machine (the C-H Conveyor) is the solution of one of the ancient problems of the newspaper business—getting the papers from the presses as fast as they are delivered."

The above is quoted from a full page Chicago Tribune advertisement in which the publishers of the Tribune emphasized the efficiency of their plant.

Cutler-Hammer Conveyors can be applied to any newspaper plant regardless of the number of press units. They save time and labor—they perform a function not possible by any other means.

Our booklets on Conveyors and Press Control and Drive mailed on request.

THE CUTLER-HAMMER MFG. CO.
Milwaukee, Wisconsin

Branch Offices:

New York: 8 West 40th Street
Chicago: 323 North Michigan Avenue
Pittsburgh: Century Building
Philadelphia: Commonwealth Building
Cleveland: Guardian Building
Boston: 52 Chauncy Street
Detroit: 506 Hofman Building
St. Louis: 2111 Railway Exchange Bldg.
Buffalo: 358 Ellicott Square Building
Milwaukee: 530 Grand Avenue
Cincinnati: Dixie Terminal Building

CUTLER-HAMMER

NATIONAL PRINTER-JOURNALIST

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Established 1883 as The Printer and Publisher.
Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN L. MEYER
Managing Editor
Associated Staff
GEO. A. JUST, C. H. DuCLOE
F. HILLERMAN
H. J. LARKIN, E. C. KRATSCH

Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg.
NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—A. Schulenburg, 509 Security Bldg.
PACIFIC TERRITORY REPRESENTATIVE
Coast Pub. Co., 756 So. Broadway
Los Angeles, Calif.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions: $3.00 per year
Single Copies - - - 25 cents
Advertising Rates on Application

Volume 44 | Milwaukee, Wis., January 1926 | No. 1

Newspaper:Printing

PRODUCTION WASTES MUST & CAN STOP

Some Ways, Straight to the Point, for Eliminating Them as They Hit Advertising-Composition

By LOUIS WILEY

Business Manager, the New York Times (*)

LOUIS WILEY
Business Manager
New York (N. Y.) Times

WASTE is a tax on society for which we pay out of the fruits of our labor : : American industry, thanks to its own ingenuity, is reducing waste in production. *We are attacking more energetically than ever before the wastes in distribution. It is the immediate problem before us. Advertising efficiently used is the first agency for accomplishing distribution at less cost.*

BECAUSE we are all human *we are far more likely to see how dreadfully wasteful the other man is* and how impossible it is to correct our practices. I now address, however, the representatives of that branch of our business charged with the greatest proportion of waste. That branch is management. In that penetrating study of waste made by the committee of the Federated American Engineering Societies more than 50 per cent of waste was laid at the door of management, less than 25 per cent was assayed against labor, and the amount charged to outside contacts with the public, trade relationships, etc., was least of all.

One of the six industries studied was printing. The fact that the majority of shops examined were job plants does not destroy the value of the findings of the committee for newspaper publishers.

Standardization of Columns and Page Sizes Gets Results

MENTION of that report leads me to take up first the wastes in the *mechanical* branch. We can eliminate advertising waste by greater standardization of newspaper column and page sizes.

It is interesting to note that the engineers' committee found a greater variation in magazines than in newspapers.

There were eighteen variations in magazine width and seventy-six in length of page or column.

Among newspapers there were sixteen in width and sixty-four in length.

The variations in all classes of publications were estimated to cost the public not less than $100,000,000 a year.

It was said that the standardization of newspaper columns to one size would mean a saving of from $3,000,000 to $5,000,000 a year on composition and plates alone. Here is one field of saving in newspaper advertising. *By attacking this problem we can increase the general use of newspaper advertising.* There would be other savings in consequence, in newsprint sizes, in composing room and press room. Doubtless much of the money saved would be spent in increased advertising space, although many publishers pray to be delivered from that.

A very considerable waste occurs in the *composing rooms.* Most inexcusable of all is the bogus setting rule whereby advertising received in plate or mat form, bearing a local address, must be reset in the composing room, merely to be thrown away.

In thirteen weeks ending Nov. 1, 1925, the bogus set in the New York *Times* composing room totaled 708 pages, and the cost was $33,198.12. This indicates an annual waste in excess of $125,000 in one composing room. The annual total for all New York newspapers is estimated to be at least $1,000,000.

Typographical Revisions Come In for Big Share of Waste

THE waste in typographical revisions is large. Newspaper practice varies in charging costs of such revisions. The New York *Times* allows for revisions in

ALL WORK CONNECTED WITH ADVERTISEMENTS NEEDS WATCHING BOTH INSIDE and OUTSIDE OF NEWSPAPER PRINTING PLANTS

advertisements up to 25 per cent of the original composition. Many newspapers have no such limitation.

A considerable saving can be accomplished by laying out advertisements right the first time. *Imagine a master builder allowing free changes in a house up to a third or a half of the original construction.* There is too much revision of proofs.

Newspaper production can never approach the mere turning out of production units such as nails. Every day's edition is new and different. It is an industry which is subject to sudden strains and stresses, to extraordinary peak loads, and which has a time element of vital importance. We can do much to eliminate some of the pressure. Probably every publisher has experienced two or three high volume days of advertising in daily editions regularly every week. The other days fall much below in volume. The plant must be maintained to take care of the peak load. We could accomplish a saving by evening up. Some advertising can be transferred, but one way out is to *develop appropriate advertising for the other days*—church advertising, markets and foods for Saturdays, and so on.

Advertisers can eliminate waste in newspaper offices and benefit themselves by the earlier delivery of copy. Advertising agencies frequently lose circulation for their clients by delivering copy so late as to miss an early edition. It late copy causes the newspaper to miss trains and lose some circulation that is the advertiser's loss.

Use "Office Ad" Space Right;
It Does Cost You Money!

IN the domain of advertising waste we should not forget to mention the wasteful use of space in office advertising. Publishers are too likely to look upon space in their columns as costing nothing. Office advertisements are generally spendthrifts of white paper. Publishers, too, who would not think of allowing a display advertiser to disfigure the front page will readily allow unattractive space-wasting office advertisements to be strewn over the same page.

An expense to newspaper which could be reduced is that of special representation. There are few advertising managers who do not feel that something can be done to improve the system of representation. For the most part these representatives have no group of newspapers related in any way. The solicitation cannot be effectively presented for a unified group. Most newspapers obtain their national advertising subject to a commission which would be smaller if the special representation were more efficiently organized.

NEWSPAPERMAN'S NEW YEAR'S PRAYER

By A. K. CLEVENGER
Claremont (Va.) Herald

TEACH us to drive thru life without skidding into other people's business

PRESERVE our brake linings that we may stop before we go too far

HELP us hear the knocks in our own motors and close our ears to the clashing of other people's gears

KEEP alcohol in our radiators and out of our stomachs

ABSOLVE us from the mania of trying to pass the other automobile on a narrow road

OPEN our eyes to traffic signs and keep our foot on the brake

I THINK the overhead of total agency costs in relation to the creation of advertising is too high. The services of some agencies in the development of new advertising cannot be too highly praised. But there are some who merely receive commissions for advertising charged to them and perform no commensurate service.

It is impossible to estimate the wastes in advertising due to duplication of circulation, the choice of unsuited mediums or market, the waste circulation of national publications, the excessive use of space, ineffective copy or the neglect to make full use of the material available for the preparation of interesting copy. We know these wastes to be large. First, advertisers should employ intelligently the fruits of reasearch into quality of circulation and buying power. A bureau under the direction of the agencies is now engaged in such research. There is nothing more certain than that that bureau will find that the index of buying power of a given newspaper's readers is a factor of supreme importance to the advertiser; that the unit of circulation of a newspaper reaching a high quality of readers is of many times the value of a so-called mass circulation.

Another field in which there is waste is in the placing of good advertising of reputable firms in mediums in which the readers have little confidence. The factor of confidence in buying is tremendous.

Preparation of Copy Costly,
As It Is Often Done, Now

I SHALL not attempt to discuss in detail the ways in which waste occurs in the preparation of copy. The books on advertising set forth what not to do. One waste is the excessive use of space. We are not helping the progress of advertising if we encourage the use of space beyond what the advertiser legitimately needs to present his message. Obviously a housemaid seeking a position does not need as much space for her announcement as a $25,000,000 bond issue. There would be distrust of a maid-servant taking a quarter page of a newspaper to seek a place. This is an exaggerated contrast; but we have all seen examples which were flagrant.

There is no need of white space beyond what is required for attractive typography.

The copy and art department of an agency may turn out work of a high or- plates) poor in quality of insufficient newspapers on the schedule mats (or spoiled by sending broadcast to the der, and the effectiveness of it may be depth for good reproduction. *Good newspaper advertising is so powerful that no laxity should be permitted to waste its effectiveness.* Generally speaking, the greatest interest is news. What would be thought of a newspaper which went to press without using the best news available? In a speech before the staff the New York *Times* to celebrate the record of 26,000,000 lines of advertising in the *Times* in 1924, Adolph S. Ochs, the publisher said:

THE NEWER DAY

"The best advertising is that which gives information. And I hope the day is coming when we will have less, not more, than 25,000,000 lines of advertising which has stood the acid test of being advertising that contains information; that we shall exclude from the use of our columns billboard advertising, such as placards, etc., that contain no information for the reader, but only advertise a trade-mark, a copyrighted name and so forth. We are growing steadily toward the ideal... It will come about, not because we resolve to do it, but necessities will force us to do it. We shall eventually have more advertising than we can find space for in the paper, for there must be some limit to the number of pages. Then, naturally, the process of elimination will apply, and we will select that which is most newsy and most interesting, and to that extent improve and make more attractive The Times as a newspaper."

The newspapers can be influential in increasing the news quality of advertising.

(*) THIS remarkable presentation of newspaper problems and recommendations for solutions, is based on an address by Mr. Wiley recently to the American Newspaper Publishers' Association. Italics are the editor's—I. L. M.

OKLAHOMA PUBLISHERS' ENTICING COUNTRY HOUSE

Both the Real Fishermen and the "Can-Opener" Type Find Solace Here, in This Novel Place of Recreation

AND, WHY NOT a CLUB?

Energetic Printer:Journalists of One State, at Least, Have a Rustic Refuge

By GRACE E. RAY

MERCHANTS and bankers have their clubhouses; golfers, doctors, lawyers and members of civic organizations have club buildings for business and pleasure, but Oklahoma publishers were the first to realize that the editor needed such a place for work and fun.

The Oklahoma Editors' Clubhouse at Medicine Park, Oklahoma is believed to be the only editors' clubhouse in the world.

Several press associations of other states are figuring on similar plans and studying Oklahoma's plan of operation. Missouri has been especially anxious to complete arrangements for a clubhouse in the Ozarks.

THE Oklahoma editors' clubhouse furnishes a resort for editors who prefer the sound of the rapids in Medicine Creek to the roll of the presses in their shop, yet amusesment is not its only purpose. It serves as an easily accessible meeting place where the editors may hold their conventions. There are rooms in the clubhouse where they may stay if they do not want cottages.

Several annual conventions have been held in Medicine Park, since the erection of the clubhouse, and the reason that not all conventions have met there, may be the great force brought to bear on the editors to induce them to meet in *cities* of the state, supported by entertainment funds.

Another way in which the clubhouse serves the state editors is as a meeting place for the group organizations of the state.

THE building was erected in 1915, and dedicated at a meeting of the press association at the Park. The leaders in the project to raise money for the building were John Shepler, of the Lawton *Constitution*, and E. S. Bronson, of the El Reno *American*, both of whom have passed away.

The railroads, principally the Rock Island, bought $30,000 worth of advertising to be inserted in space donated by 221 editors. Although some editors have little ready money, space is one thing that they all seem to have in abundance. This money took care of the erection and furnishing of the building. Since that time the editors have a standing offer to exchange space for transportation over the Rock Island to attend a convention at the clubhouse.

The maintenance problem was not settled until 1921, when a crisis was reached. The mere suggestion of selling the clubhouse was met with an overwhelming vote of opposition. It was decided to raise an endowment fund of $20,000 from the editors. At this meeting, which was the annual convention held in El Reno, $11,444 of the necessary sum was subscribed.

In contributing to the endowment fund each subscriber gave his note for the amount he chose, ranging from $100 to $1,000, and 6 per cent of the sum subscribed was to be paid the first year and 6 per cent each remaining year until the entire amount was paid. As this money comes in each year the surplus is placed on interest, and it was figured that if the sum of $20,000 were subscribed a permanent fund would be established to meet all future problems of maintenance. Some revenue is derived through the summer from rentals. The clubhouse is operated as a private hotel for summer vacationists. Newspaper men and their families are given lodging at half rates.

THE clubhouse is a large building with long, cool porches overlooking Medicine Creek, really a young river which tumbles among the rocks, and lulls the editors to sleep. It is within sight of Mount Scott, the highest peak in the Wichitas, which the more ambitious delight in climbinig, while the sportsmen fish for trout and bass in the Creek and lake.

Not far from the clubhouse is Lake Lawtonka, a body of water large enough for a motor boat to turn around, or even take a spin in high speed. A hole fifty feet across is a lake, in native terminology. The streams have the clear crystal waters of mountainous areas, in contrast to the colorful greenish and red water in isolated spots of Oklahoma prairies.

No meals are served in the clubhouse, although kitchen facilities are provided. Those who can't or won't catch fish to fry in the kitchen are allowed the prvilege of storing their can openers in the kitchen and opening their meals at any hour of the day or night.

Many an editor's wife enjoys the fun of visiting Medicine Park with her husband, on account of man's preference for catching rather than cooking fish.

THE trouble with many a business is that its owner will not get out of its way.—*Paper Book*

BEN FRANKLIN the Printer

Born January 17, 1706

FRANKLIN was proud to be known as a follower of the art of printing—the art that has done more for civilization, more for commerce, more for the tranquillity of mankind than any other art — the art which has spread the teachings of the Savior of man to the far flung empires of the world and taught man to love man, to honor man, to trust man, and to live at peace with one another.

What greater distinction could we crave than to be classed in the membership of that craft of which Benjamin Franklin was proud to be a member?

—Selected

KNOW COST, First RULE

Minnesota Country Editor With Large Job Plant Answers a Reader's Queries

By E. W. NOBBS

THE questions asked by the NATIONAL PRINTER-JOURNALIST in behalf of some of its readers, as to best ways and means of maintaining and pushing the growth of the job departments—to which all printer-journalists are giving greatly increased attention—in my case reaches one who is the publisher of a so-called small weekly, yet with a job department of proportionately large size. I believe that I can possibly add a few good points for the discussion, from my experience.

First of all, I maintain a complete cost system. This is not common in many small offices. I am using a system that I put in myself, and I have incorporated an accounting system with it.

Good equipment, purchased on sound advice, with the idea of getting what one needs in order to take care of the business and get more of it by giving good service, is another big point.

MY cost system and books have been looked over by some of the cost experts and pronounced one of the best for small shops. I think, also, that every printer-journalist will do well to have one of the price lists now on the market, but he should also maintain a cost system whereby he can determine the relative correctness of prices for his own office.

Above all a publisher should keep a record of the different sources of revenue in a newspaper and job shop.

"What is the average net profit to the shop on the general run of job work?"

I notice the question is worded "What is the average," and not "what should be the average net profit." I find that in my shop the average net profit is about 18%. The average net profit should be from 20 to 25% on the general run of job work.

"What per cent off the price list can be given as a commission to the printing salesmen?"

I work with one other shop in my community and sometimes do work for other shops. The shop in question allows me 10% as commission, and I allow other shops 10% commission from the price list. I do not see how any shop can make a practice of allowing more than 10% from the price list and make anything on it, and yet I question whether a salesman could afford to solicit job work for 10% from the price list.

"Would it be good business for country publishers to employ only such help as found necessary to get out their paper and farm all job work to a nearby city printer and take the salesman's commission for their work?"

I must answer this question from the standpoint of a publisher in a small town. I have had considerable experience with small offices and in my research work connected with my cost system I have visited and studied many small offices. I find that in the average small town newspaper office a publisher, in order to make the paper pay financially, must confine his efforts to setting only a limited amount of type and he cannot afford to put more than three days a week on the paper. That means that the other three days must be devoted to job work.

E. W. NOBBS
Bellingham (Minn.) Times

I do not think that country publishers can make a paper pay by farming out job work. At least, not at 10% or even 20%. In figuring profit on job work in our office, we figure a profit on the stock when we put down the cost of the stock, and then when all of the cost of the job is known we add another 20%, which in reality makes a trifle over 20% clear profit. If a newspaper man could get 25% profit and keep busy the full six days a week on the paper, then possibly it would pay to farm out all job work. But in my experience I find that the larger share of the job work must be done in the home office.

THIS farming of job work is something that has been on my mind for many years. I have had in mind the idea of maintaining one large central office and run in connection several smaller offices in smaller towns. The idea would be to set the bulk of the type for all of the newspapers in the central office, do all of the job work in the central office, and simply set part of the type and run the papers in the smaller offices. A paper to be legal must be published in the town from which it proports, and therefore it would be necessary to maintain enough machinery in each small town to print the paper.

But in studying it over carefully I have not been able to see that this plan can be worked. People often come into my office with a small job and want it in a hurry, and it is not an uncommon thing for us to put the job out the same day. If they knew the job would be sent away by us, they would be inclined to give the job to a salesman in the first place and let it be printed out of town. Then again, on the work that we farm out now: Often the customer brings in the job, and after we send it away to be printed the customer comes in with a few changes, he of course thinking we are doing the work. Again, they always want to see the proof if the job is an important one, and by the time the proof comes back and the printer has to hold his presses until the proof is returned, it means a delay at the office where the job is printed.

"How many printing salesmen solicit the average country town?"

A great many more than the average printer realizes. These salesmen make it a point that the printer shall not know he is in town, and they come and go quietly. I happen to know several of the printing salesman in this community and I know how often they make the towns. When a printer gets a statement from his merchant on stationery which was printed out of town, then he sits up and takes notice and wonders why the merchant did not have the job down in the home office.

"What is being done to breed, or bring up, all around printers by country publishers?"

Absolutely nothing. And yet it is not altogether the publishers fault. It seems almost impossible to get a young man to learn the printing trade any more, and when they start they want at least $12 a week to begin with, and they are not worth $4. About the only thing that is being done to breed printers these days is what is being done by the trade schools. Without a doubt, this is a serious matter and before many years printers are going to be a scarce article unless something is done to get young men to learn the trade.

VICTOR—Duty is our truest friend; do what you are afraid to do. It works!

FEWER "Stars", more WORK

Lesson on Immediate Needs in News-dom Drawn from the Recent Football Season

By MARVIN H. CREAGER(*)

FOOTBALL elevens were once content with an average of two yards at a smash, with the full back going straight in, a tackle going around or a half cross-bucking, with every man on his team pulling, and tugging and fighting to his last ounce to help him. It was less spectacular than the game of today, but it was surer. Upsets were less frequent. Teams ran truer to form.

I only mention the game because it has seemed to me there has been a tendency in journalism somewhat akin to that in football. The old fashioned, hard, persistent plugging-for-facts—real grass-root reporting—it seems to me has rather given way to short cuts and highly specialized work in much the same fashion that the old line-smashing, slow-but-sure football machine has given way to forward passes and wide formations. And while the new style may have its advantages, I question whether it is as sure to put the ball over as was the old style.

Red Grange—I don't seem to be able to get away from football—is a product of the new school of football and journalism. Back in the "good old days" there were several pretty fair football men, too. I am old fashioned enough to think Mr. Grange might have found the going rather heavy in their company. Yet none of them found it necessary to have a personal manager to protect him from frenzied bidders. In fact, I believe they all had to go to work for a living after graduation.

Who "Made" Red Grange? and, How Was it Done?

BUT what has all that to do with newspaper work? Just this. It was newspaper stories that made Red Grange. For three years the scores of hard working, faithful pluggers on the Illinois squad have been used simply as foils for the Wheaton ice man. The stories of games in which Grange played have been recitals of his personal doings. There has been scant mention of the line that held while he was getting started or the interference that blocked off tacklers and cleared his path.

One would get the notion from reading of Illinois games this fall that there was only one man on the field worth mentioning and that he was a combination of Hercules, Mercury and Aladdin.

Subsequent developments indicate that he also has in him strains of the Croesus and Rockefeller stock.

There is no need for me to add anything to the discussion of the moral side of the Grange case, but I note that his own coach, Zuppke, says he wants no more Granges on his team and from that I think we may assume that the auburn flash has not done football any good. Certainly he has not made for team work and college spirit.

Here's an Explanation of Why "Unclean Press" Charges Fly About

AND the blame belongs primarily to the newspapers which have played him out of all proportion to his importance.

Why have they done this? Mainly because of slovenly, inaccurate untruthful reporting. *It has been easier to write a column or two of hero worship than to dig in and get real facts and array them in interesting form.* The Grange myth, I repeat, is the result of cumulative shiftless newspaper work. It was soon built up to where no newspaper writer dared to write about anyone else but Grange when he was in a game. The public was fed up on the diet of this gridiron superman until they were satisfied with nothing else. And no one can blame Grange for it.

It would be difficult to find a better example of the dangers of exaggerated superficial newspaper reporting, but it is by no means a unique situation. The tendency of reporting is far too often toward playing to the public weakness for hero worship and superlatives in general. *Writers yield to the temptation to make their stuff go over by building up some spectacular feature far beyond its true value and the result is an unbalanced, untrue picture.*

What I want to emphasize here is the importance of writing things as they are. The objection may be raised that a story so written is dull and lacks punch—that it needs to be "jazzed up" to make it attractive. *That is the excuse of the incompetent and lazy writer.* It is more difficult, perhaps, to make a story true and attractive at the same, but real writing is not easy.

No Paper Can Be Better Than Its Reporting Staff

WHAT I wanted to impress, too, is the importance of a thorough experience in actual reporting—news gathering first, and news writing second. For *reporting,* I am convinced, *is the first essential of newspaper work. No paper can be better than its reporters.* And the man who is not primarily and essentially a good reporter has no place in

(*) THIS article is based on an address by Mr. Creager, managing editor of one of the big American newspaper successes, to the Interscholastic Press Association, recently held at Milwaukee, Wis.

MARVIN H. CREAGER
Managing Editor
Milwaukee (Wis.) Journal

any capacity on the editorial side of a newspaper.

There is, of course, other highly important work to be done, but it can not be effectively done except by persons who are, first of all, reporters.

The best and surest way to learn human nature is to work as a reporter, and newspaper men and women must know their public. And by reporting I mean the free and lavish use of shoe leather—co-ordinating, of course, with good horse sense.

News is not going to hunt you up. The stuff the press agent brings to you is not going to help you much. It was not designed to help you or your paper or your readers. It was very artfully calculated to help the interest in whose pay it was prepared. No, *there is no forward pass or 50 yard drop kick to the news goal.* You have to hit the line hard to reach it.

Reporting is about the only real fun there is around a newspaper office. The rest of it is pretty likely to be a sort of routine manipulation of a box of journalistic tricks. I am using the word "reporting" now in a rather broader sense than the chasing of news stories. Every man who aids in the preparation and editing of copy and the management of assignments and makeups is really a reporter in the broader sense. He must be a judge of truth, clarity, good taste and human foibles. He must if he is to be of any real value to his paper, feel a thrill of enthusiasm and pride in his contribution to the daily output. If he feels himself becoming blase or cynical or if he finds himself handling his work in a routine manner, a slave of rules and traditions, he ought to get into some other line of work, for newspaper men of that kind are simply in the way. We have too many of them now. They would be better off behind the ribbon

counter. The public is being constantly hemmed in by over-standardization. They will appreciate and support the newspaper that gets the news to them accurately, and entertainingly and gives them a refreshing variety.

The newspaper profession is one of the most exacting professions, and there is no royal road to success in it. One often reads stories in newspapers that sound simple and roll along as easily as balloon tires and some naturally enough think that anybody could do that. A good pole vaulter makes easy work of a 13-foot jump, but it would not be easy for you or for me. Remember this: *It is hard to write copy that is easy to read*—anyone can write stuff that looks erudite and is hard to read. One cannot write easily unless he or she first knows what he or she is writing about.

Basis for "Newspaper Talk"
Feeling of Public Is Sounded

OTHER professions require more thorough preparation and more tedious apprenticeship than newspaper work. The medical student must serve as interne after his college course and the law student has to do time in routine work after he gets his diploma. Newspaper graduates are sometimes too impatient to go from class room to editor's desk in a single leap. They would get farther and fare better if they insisted always on first working their way through a thorough course of reporting under a hard-boiled city editor.

It is not my purpose to discourage any one from the newspaper field—*game*, some call it—but it is not a game any more than the law, the pulpit or banking is a game. He who gets into it for all he is worth will find it the most interesting work that can be chosen and will forget the long hours and the ceaseless vigilance. Not only will he find it interesting, but he will find it very much worth while. It has its place among the most important callings and it is going to grow in importance, for the public is becoming more and more dependent on the newspapers.

It still is somewhat in vogue to refer to items that do not please one as "newspaper talk", and to affect an air of distrust for newspaper men, but the attitude is less evident than it formerly was, for most newspapers now are honest, and few of them are knowingly inaccurate.

A newspaper that hopes to be received as a real part of the community cannot afford to be inaccurate any more than a reputable merchant can afford to sell dishonest goods. Dishonest papers and dishonest merchants may make a big impression for a time, but they do not last.

Intelligence, Perspective and
Shoe Leather All Necessary

TO achieve the accuracy that all real newspapers recognize as a necessity, reporting must be not only honest, but *intelligent*. Reporters must not write merely what someone tells them. They must be equipped to distinguish between facts and untruths.

The ideal reporter is never deceived. Of course, no one man can know very much about very many things, but a top-notch reporter, must know how and where to find out the truth. He must be able to size up the people he meets, he must have enough hard sense not to lose his balance, and he must be so well trained along general lines that he can check up information and throw aside that which is not true.

That is where college training comes in. The college man may not have many facts in his head when he leaves college, but if he has been awake and alert, he will know where to go to find facts and he will be spared many very embarrassing mistakes. *The newspaper man*, you know, *always is responsible for what he writes or edits*. It is no defense for him to say that he wrote what somebody told him. He has got to find out for himself before he writes it as truth.

The world is full of people who seek to use newspapers to their own ends. Wheedling, deception—threats, either open or covert—are not uncommon. *The reporter must recognize all these and must not be imposed upon.* The out-witting of people who seek to use you, is part of the fun of the work. The reporter who considers only the interests of his readers and is deaf to special pleading, is sure to go far in newspaper work if he has intelligence, uses it always—and, with it, uses his legs unsparingly. And *there is no satisfaction more genuine than that which comes with newspaper work well done.*

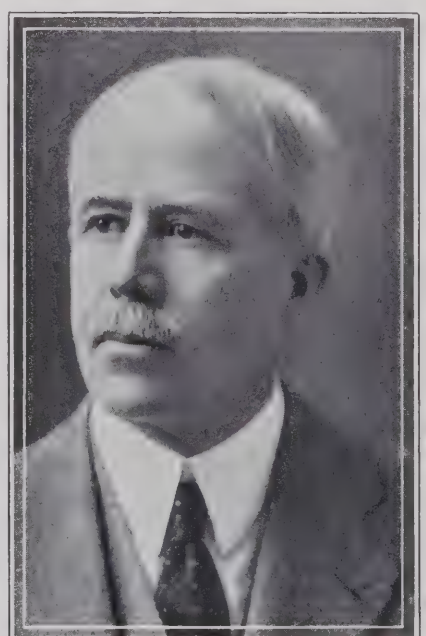
HOW MUCH for the YEAR

Press Association Pioneer Puts Up Some Timely Questions to Community Papers

By W. H. BRIDGMAN

WHAT have we to show for a year of hard work? asks W. H. Bridgman, publisher of the Stanley (Wis.) *Republican*, author of the famous *Wisconsin Cost Finding System* for smaller printer:publishers, and one of the founders of newspaper and publishing association effort in the middle west. He continues (in the Wisconsin Press Association *Howler*):

It has been work which, measured by all the standards of achievement, is deserving of a decent wage. The work has its compensations other than the financial returns, but these compensations do not pay for gasoline or send the children to college. A very large number of us have obligations aside from those to our business creditors. We have obligations to our families, to our communities, to our social and civic organizations and to our profession.



W. H. BRIDGMAN
Publisher, Stanley (Wis.) Weekly Republican

Are you able to sit in at every civic movement and bear your full share of the financial burden or do you excuse yourself with the assumption that you are doing more than your share by the service which you are rendering the community with your newspaper? The latter assumption is probably true, but it does not gain for you the recognition which your personal activity and participation will gain for you. *Make every community activity pay for publicity, then you will be able to pay your way with cash and dispel the notion that you are a public charge.*

Do not try to submerge your personality in your newspaper. Your newspaper needs a personality and besides the community understands personalities. Few communities do understand newspapers or appreciate them. The sooner you get your newspaper on a strictly commercial basis, the better newspaper it will be and the larger you will loom as a personality in the community.

HAVE you means of determining what you have done this year? Have you a dependable inventory of your plant and stock? Are you prepared to make an intelligent charge to depreciа-

tion and interest on your investment. Have you accurate records of such cost items as postage, express, freight, fire insurance, casualty insurance, taxes of all kinds, heat, light, fuel, power, office supplies and association dues, stock used in jobs, newspaper stock, ink, repairs, replacements?

Of course, if you have the cost system, you have these items automatically included in your hour cost on each month's balance sheet.

If you haven't the cost system you should be able to collect them from such records as you have, once a year, and charge their total against your sales of jobs, advertising and circulation.

This does not help you to distribute the cost to departments and pass it on to your trade but it will help you to find out whom you have been working for the past year. And that is entirely worth doing.

TO BE KEYNOTE OF 1926?

SURELY, narrow profit margins put a high premium on keenness in management. They require the latest in equipment; energetic, intelligent, resourceful sales and advertising campaigns; the newest methods; constant scutiny of expenses; up-to-the-minute controlling policies — all of which is simply a detail way of saying "keen management." — SYSTEM MAGAZINE.

LAYING OUT a WEEKLY SUPER-PLANT

Iowans Who Have Received Unusual Approval Upon Business and Mechanical Arrangements Tell NPJ Readers How 'Twas Done

By STANLEY J. MEAD

THE small country shop can be as efficient as the large city shop in matter of saving time—by the use of a little ingenuity, a lead pencil, some cardboard and a yard stick.

Some three years ago the Ida Grove (Ia.) *Record-Era* office was in a basement under a bank; and, needless to say, in a very crowded condition. A problem confronted us in moving the equipment, to have it placed by the draymen where it was wanted, and not just set over in the room some place and later to be shoved and skidded around to the position it was to function in. To place printing equipment in position at once when moving might seem quite a job, but is easy if done by a simple method.

First, a Rough Sketch of the Floor; Then "Bits of Paper"

THE room was first rough-sketched, getting general direction of all projections and recesses. Then were measured accurately all doors, windows and obstructions, which might interfere with the operation of equipment. This was all drawn to scale on a large scheet of railroad board.

Following this all single pieces of equipment were measured to get the floor space, and laid out on another piece of cardboard, colored, and cut out. Using such a plan, you will have small pieces of cardboard representing each piece of your equipment. Each should be labeled, and also noted to show the floor-space measurement. Caution should be used to get these dimensions accurately so that shafting and belting, etc., will not be sticking out in an aisle.

After all the equipment has been cut out, place them on the floor plan and move them about, similar to checkers. It is a very good plan to use pins or tacks.

It takes time to get the desired results or combinations but *it is much easier to move a small piece of cardboard that represents a machine than to move the machine itself.* A convenient scale to use for the above purpose is ¼ inch equalling 1 foot.

STANLEY J. MEAD
Mechanical Manager, Ida Grove (Iowa) Record-Era

Aim Is to Keep All Work Going In Straight Line; No Double-Backs.

IF the accompanying floor plan is carefully studied, the reader will discover what the publishers desired to do, aiming to *keep all work traveling in a line from the business office through the work room, and not doubling back and forth and wasting a lot of steps to complete the job.* For instance, following copy for newspaper publication: It is taken in the front way through the business office, goes back to the linotype, where the body matter and some display matter is set; then to the "dump", make up banks, stones or news forms; then to the press, folder, mailer and wrapping table; from there across the alley into the rear door of the post-office.

Step-saving is a great thing in a print shop in this day and age of high cost of production. One necessarily does not need to move into new quarters but can take one's present location and make a careful survey, using paper and pencil, yard stick or tape measure—and start his "cost of production cutting." *The time spent in planning an arrangement of an office will yield big returns in labor saved and in profitable hours later on.*

Keeping things "ship-shape" in an office is also of much help in keeping down the cost of production. The day has passed for the old "alleyshop". A printing office should have one of the best locations possible. It may be true that a good quality of work can be done in an "alleyshop", but the life and health of the owner and employees is worth a great deal more consideration. *Pleasant working conditions and surroundings do wonder in keeping good help.*

Job Department Works With Same, Carefully Made Plans.

WHAT is true of the newspaper end of the office is true of the job department. In most small towns these two departments are consolidated. It will be noticed that all the bindery equipment of the office herewith sketched is compact and all together in the fore part of the shop, the cutter being close to the stock cases. It will also be seen that the cardboard cases are located conveniently to the office. In this office—and I presume it is true in a great number— a lot of bulk stock is sold and a large part of it cut; so, instead of wasting all of the profit chasing back to the end of the building for it, or down in the basement, it is close to the customers who can pick out what they want without chasing through the shop.

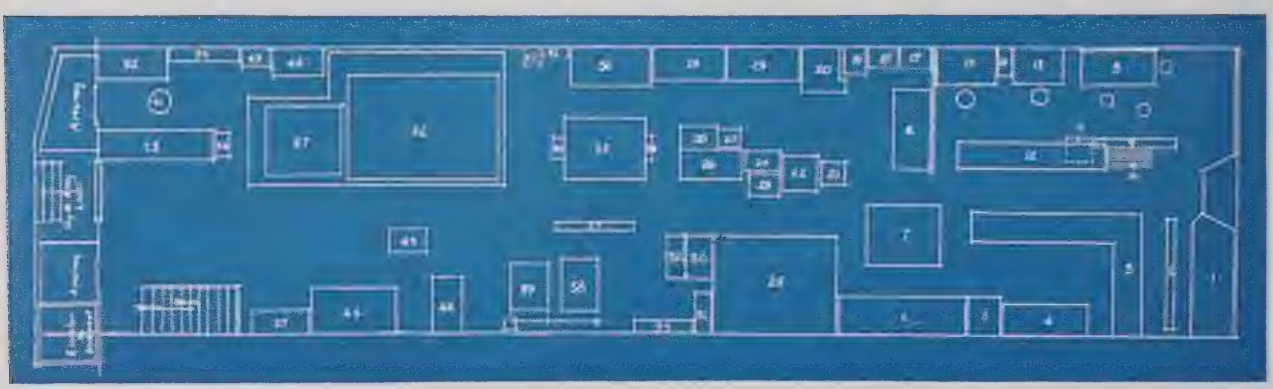
OVER

FRONT TO BACK and BACK TO FRONT; EFFICIENCY FIRST is the KEYNOTE
Views of the Ida Grove (Ia.) Weekly Record-Era, Which Is Far Famed Among Both Daily and Weekly Publishers of Its State for Practical Layout

EQUIPMENT of the *Record-Era* office includes a late Model No. 14 Linotype, and it is one of the *busy* things of the office. Recently a 48-page Farm Bureau edition was published, which average only about six hand-set lines per page.

There is an alarm clock attached to the machine. This is a home made affair, but it *saves somebody coming down early in the morning or having the nightwatch come in and turn on the heat.* The machine is equipped with electric pot, and carries a complement of 6, 7, 8, 11, 14, two 18's, 18 and 24 ad figures and 24-pt. headletter and 12-pt. typewriter, besides several special characters, low slug attachment and numerous border slides, etc. The machine stands upon a platform about 2 inches high, covered with galvanized iron. The platform is made out of 2-inch planks, which re-enforces the floor and reduces vibrations. The galvanized covering makes cleaning and sweeping around the machine much easier.

Another piece of equipment which the *Record-Era* boasts of is a Miehle press. The particular press is a Model No. 1 and is today doing good work.



"WORKS" ARRANGEMENT OF IDA GROVE (Ia.) RECORD-ERA

KEY TO LAYOUT:

1—*Display Window*
2—*Radiators*
3—*Counter Show-Cases*
4—*Stationery Rack*
5—*Newspaper Files*
6—*Flat Paper Stock*
7—*Stationery Cabinet*
8—*Customer's Table*
9—*Radiator*
10—*Greeting Card Display Rack*
11—*Safe*
12—*Counter*
13—*Typewriter Desk*
14—*Letter Files*
15—*Roll Top Desk*
16—*Stock Table*
17—*Legal Blank Cabinet*
18—*Cut and Ruled Goods Cabinet*
19—*Flat Stock Rack*
20—*C. &P. Paper Cutter, 32"*
21—*Boston Stitcher, No. 5*
22—*Rosback Perforator, 24"*
23—*Cut Cabinet*
24—*Hamilton Type Cabinet*
25—*Linotype, 14*
26—*Lino Correcting Bank*
27—*La Clede Saw Trimmer*
28—*Job Lock-Up Stone*
29—*Hamilton Type Cabinets*
30—*Linotype Dump*
31—*Tools; Work Bench*
32—*C. & P. Proof Press*
33—*Linotype Face Storage*
34—*Bonn Mitering Machine; Rouse Lead and Rule Cutter*
35—*Newspaper Make-Up Stones*
36—*Advertising Make-Up*
37—*Radiator*
38—*12x18 C. & P. Jobber*
39—*8x12 C. & P. Jobber*
40—*Press Furniture*
41—*Galley Rack*
42—*Cylinder Press Furniture*
43—*Dry Cabinet*
44—*Barnhart Bros. & Spindler Casting Box*
45—*Job Press Table*
46—*Miehle Press, 41x56*
47—*Omaha (attached) Folder*
48—*Press Tympan*
49—*Tools*
50—*Roller Cabinet*
51—*Addressograph, Model F1*
52—*Work Bench*
53—*Mailing Table*
54—*Mailing List Cabinet*
55—*Sink*
Basement Under Entire Building, Storage

Layout and Display Helps to Get Fine Job-Work for Paper

THE job department of the *Record-Era* office does fine commercial and society printing. Along with the society printing, the company carries a fine line of writing papers, stationery and correspondence cards. This stimulates the job printing department, in that numerous orders for crest and monogramed stationery are received.

Ben. J. Pruess, editor and business manager of the *Record-Era,* began his career in the printing business while going to high school at Clarence, Iowa, where he worked for five years. After leaving Clarence he worked in Davenport for two years. The first paper that he owned was the Eldon (Ia.) *Forum*, at which place he remained for three years. His next step was to gain part interest in the Ottumwa (Ia.) *Daily News*, working there for a year. Next, for twelve years, Mr. Preuss was editor and owner of the The Glidden (Ia.) *Graphic*. The last two years while there he won a silver loving cup for the best front page make up of any newspaper in towns of less then 1,000 population in Iowa. In August, 1924, he came to Ida Grove. All the newspapers that he has managed have increased in size, subscription and quality, and he is recognized by many as one of the leading country newspaper men in Iowa.

EDITOR'S NOTE—Stanley J. Mead, a co-partner in the Ida Grove (Ia.) *Record-Era* and foreman of the mechanical department, started his career in the city of Oelwein, Iowa, in a little job office when he was about 13. When he was 17 he owned half interest in the Oelwein *Iowan,* which in later years consolidated with the *Register*. Mr. Mead volunteered and served in the World War. While stationed at Washington Barracks he was on duty at the post printing office. He served thirteen months overseas and returned to the states wounded after the second battle of the Marne. He joined the *Record-Era* force as foreman in March, 1919.

RECOGNIZED AT LAST! IN the PRESS, of COURSE!

From the Stephenson (Mich.) Journal

THE groom was faultlessly apparalled in a blue-serge suit with trousers and vest to match, a starched shirt with pleated bosom and a striped red and blue tie, while his only ornaments were plain gold cuff-buttons and a gold watch chain with a charm. Under his right arm he carried a natty straw hat of latest style and weave with a marine blue hat band. He was clean shaven and recently trimmed, while his features reflected deep thoughts. His feet were clad in well-polished Florsheims, which just merely showed black silk Holeproofs. A solitary carnation with fern spray background lent the finishing touch to the correctness of the groom's ensemble.

NOTICE THAT CLOCK AT THE UPPER RIGHT?
It Is Set to Go Off Early Every Working Morning, and Start the Metal Heater on This Big Model 14 *Linotype*

ERRORS ARE BLOCKED

Publishers' Ad and Composing Room System Works Well, Before or After

By EUGENE LEONARD

THE Morgantown (W. Va.) *Post* came into the hands of the present owner, H. C. Greer, in November 1923. The paper was established as a daily in December of 1899, after it had been published as a weekly for nearly 40 years.

J. C. HERBERT
Editor, Morgantown (W. Va.) Post Every Evening, Except Sunday

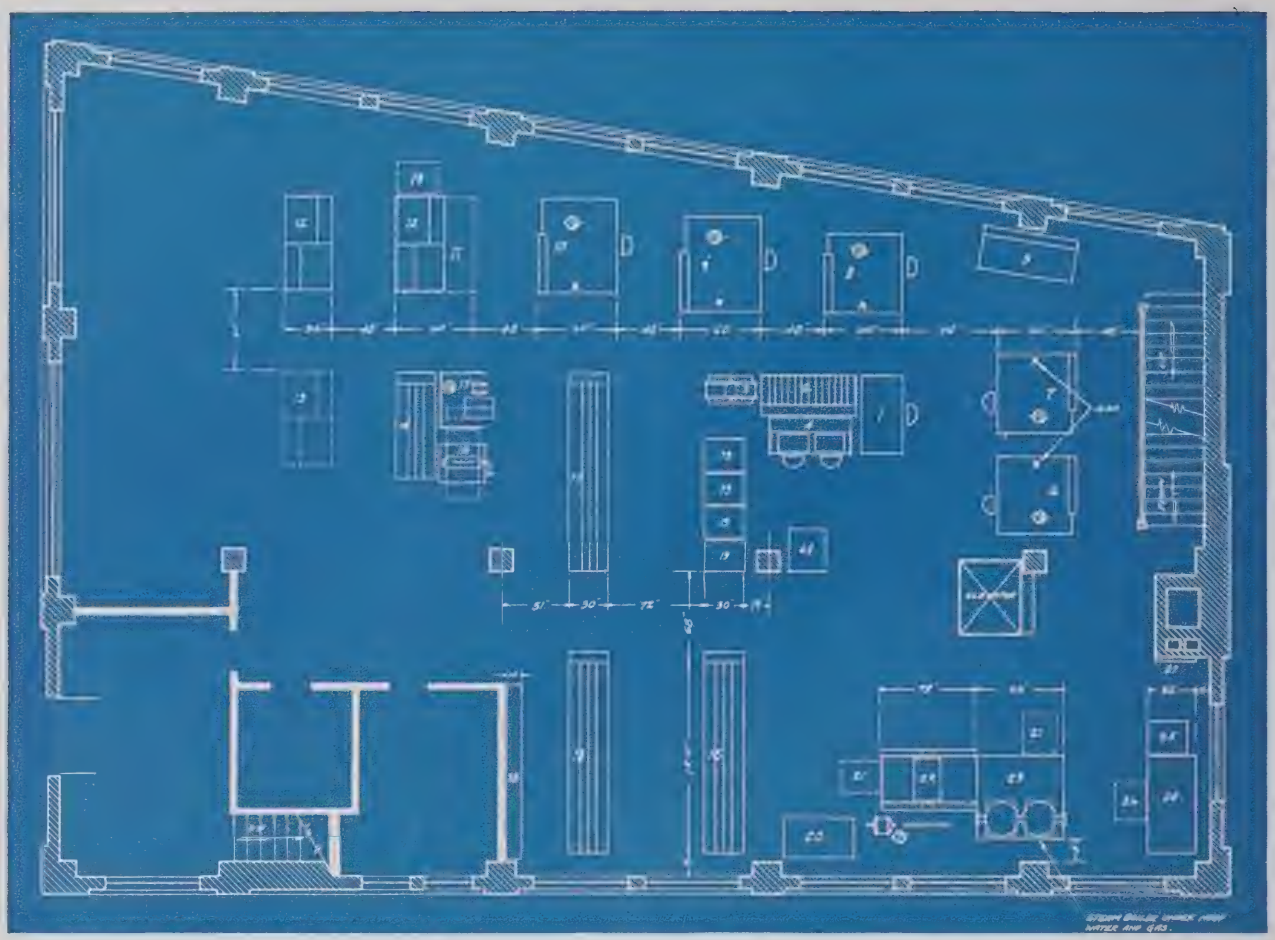
Immediately a new home was built and an almost entirely new plant was installed July 1, 1924. The flat bed perfecting press was discarded and a 24 page Goss Press installed. The plant is now equipped besides the press with stereotyping outfit including double matrix drying table, five Linotypes, one Elrod slug and rule caster, and a complete new outfit of display type and improved metal composing room furniture. Linotype machines are equipped with "Monomelts." The building is now four stories high, all of it occupied as a newspaper plant. The artist's sketch with this article shows the completed outside plan of the building.

THE press room is on the ground floor and has a 22 foot high ceiling, with a mezzanine skirting one end of it.

On the third floor is the composing room, mat rolling machine and steam tables, and slug caster; proof room and ad alley.

On the fourth floor is the editorial room, business office, circulation department and advertising department, and private offices of the editor and general manager.

ON May 1, 1924, J. Monroe Boyer, came to the *Post* as general manager, and the plant was planned by him;



COMPOSING ROOM LAYOUT, MORGANTOWN (W. Va.) POST

Layout by Engineering Dept., American Type Founders Co.

KEY TO LAYOUT:
1—*Foreman's Desk*
2—*Linotype Dump*
3—*Challenge Proof Press*
4—*Proof Readers' Desk*
5—*Machinists' Bench*
6, 7, 8, 9, 10, 11, 12—*Linotypes, Models 3, 5, 8, 14*
12, 13—*Type Cabinets*
14—*Ad Make-up Table*
15—*Miller Saw (with guard)*
16—*No. 2 Poco Proof Press*
17, 18—*Make up and Storage Tables*
19—*Make-up Trucks*
20—*Matrix Box; Dry Mat Humidor*
21—*Trucks*
22—*Matrix Roller*
23—*Steam Table*
24—*Table for Making Mats*
25—*Matrix Truck (stored)*
26—*Matrix Truck (in use)*
27—*Chute to Stero Dept.*
28—*Cut Storage (shelving)*
29—*Letter Board Cabinet, and Transfer Trucks*
Hamilton Steel Cabinets.
Goss Press on Ground Floor

Mr. Boyer came to Morgantown from Clarksburg, W. Va., where he had been advertising manager of the Clarksburg *Exponent* for nearly four years.

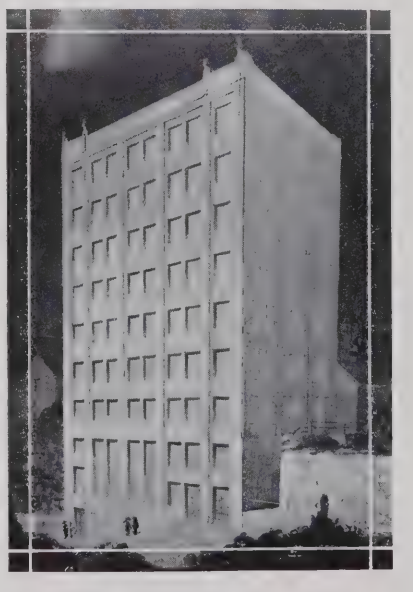
James C. Herbert, editor of the *Post* also came from the Clarksburg *Exponent*, in November 1924.

Mr. Boyer and Mr. Herbert have been associated in newspaper work in West Virginia for over ten years, the former coming from the Philadelphia *Evening Bulletin* and associating with the *West Virginian* at Fairmont, as mechanical superintendent. Mr. Herbert came to the same newspaper at Mr. Boyer's solicitation, soon after, from Harrisburg, Pa.

The *Post* employs 36 people exclusive of mailing room, carriers and newsboys.

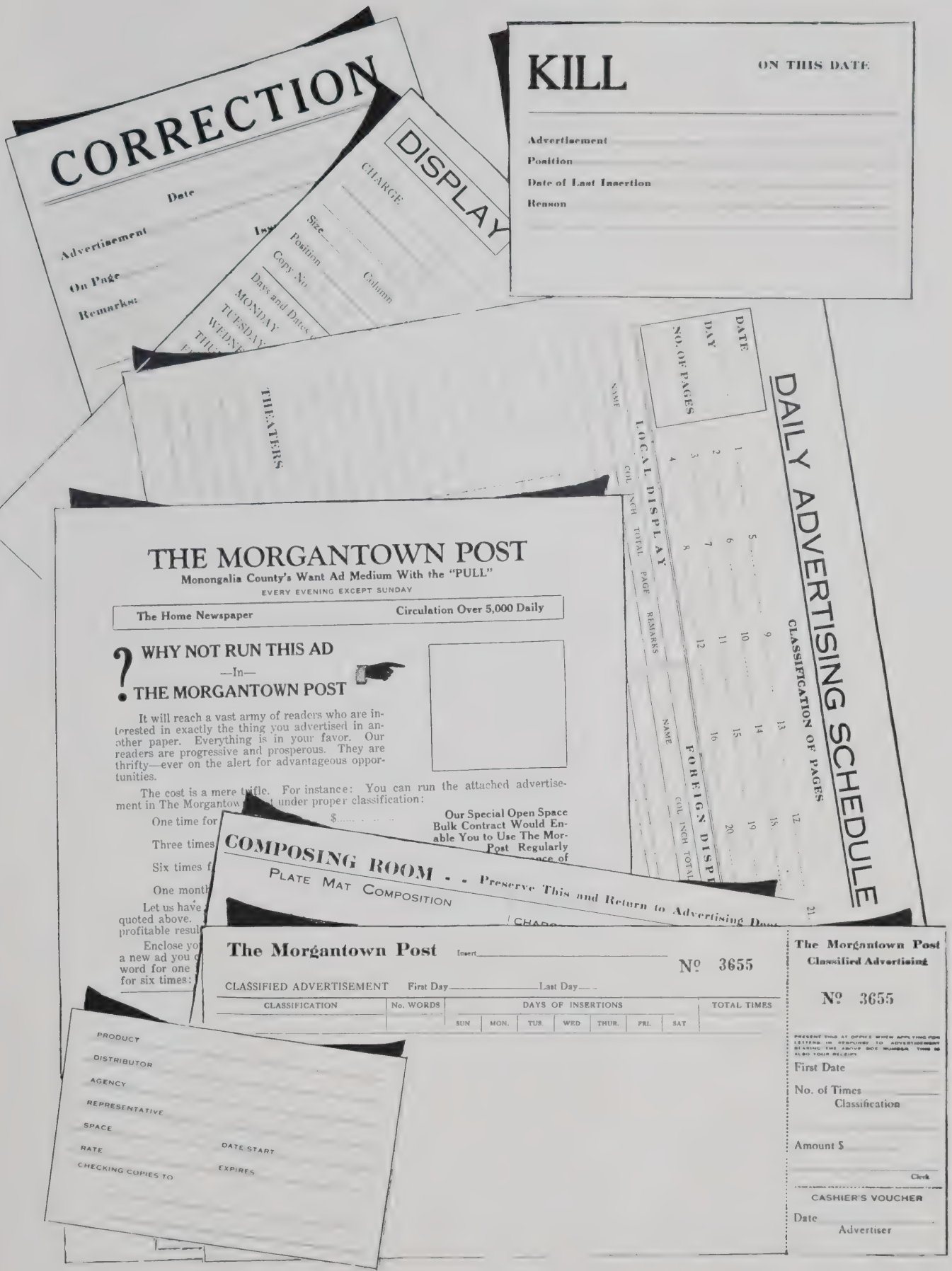
Handling Ad Contracts and Copy to Prevent Usual Errors

ONE of the marked features of the newspaper's recent development is in the business end. Advertising contracts in Morgantown had been made for bulk space which was never used fully. There were no advertisers on daily contracts. The *Post* increased its rates and began selling its contracts on the basis of minimum space, daily and two and three times a week. While it was difficult to make some advertisers understand that it was *continuous* advertising that brought the greatest returns, there are many advertisers in the city who have accepted the plan and already are convinced that it pays.



NEW HOME OF THE POST
From an Artist's Conception

No bookkeeping is done in the composing room. Copy is received only by the advertising department and labeled. Local advertising copy is attached to a slip showing every bit of needed information. If it is to run indefinitely "tf" is marked after the days. If not, space is provided on this form for exact guidance. Copy with these slips attached is filed according to date of first insertion. On that day it is taken out, listed on a "Daily Advertising Schedule," and is sent to composing room. After the day's



SOME OF THE EFFICIENT FORMS OF THE MORGANTOWN POST
Their Use Is Fully Described in the Accompanying Practical Explanation

work it is returned to the advertising department and checked against the schedule. All copy is listed in this manner and *if a piece of copy is not returned from the composing room the loss is immediately discovered* so that no missed insertions can occur if the copy should be scheduled for a later run.

Schedules for the foreign advertising are recorded on a form providing for as much as a year's precise scheduling, and the copy is cut up and pasted in a space in the form provided for that. It is then handled the same as the local. *When it comes back from the composing room it is filed away to the next insertion date,* in a steel cabinet file with 31 dated dividers. In cases like "Pinkham" copy, where no copy is supplied, the titles of the plates are copied from the schedule sheet supplied by the advertiser and written in the space provided for "copy."

All cuts and mats are kept in the advertising department, are "gotten out" there and sent to the composing room, and returned with the copy each day. A series of cut bins, numbered, is kept and a list along side bears the bin number showing where the cut may be found.

Sins of Commission, Omission And Others Are "Spiked"

IN case of an error (typographical) not discovered until the paper is printed, the ad is clipped and attached to a "Correction" slip, noting the correction. This is filed with the original copy for the next insertion date. When that day comes around the copy and the correction slip go to the composing room. The make-up man or foreman knows by the early date on the copy order that the ad has appeared before and he looks for it on his pick-up bank and makes the correction.

This "correction" slip also comes back and is checked against the paper to see that it has been corrected.

"We do not believe in verbal orders," said Mr. Boyer, "so in case there is a kill on an ad after it has gone to the composing room we use a slip form. This too comes back.

"Every piece of copy, correction order, or kill slip is noted on the daily advertising schedule, and it is checked back when the copy comes from the composing room at the end of the day's work.

"In connection with 'foreign' advertising, a small card is filled in with the name of the product, distributor, agency, representative, space, rate, schedule and address for checking copies. This is done when the copy is scheduled, and the card kept as a tickler file so that if someone wants to know right quickly who places a certain account, the facts are right there."

The schedules which come with the national copy are placed in vertical envelopes, labeled according to product, and filed away for future reference if

J. MONROE BOYER
General Manager The Post, Noted for His Efficient Methods

needed after the copy has been scheduled. "In case there is a cancellation of schedule, we go to the schedule file," explained Mr. Boyer, "get out the schedule and then go over the copy file and take out all the copy as indicated by the schedule. If there should be a change of schedule, the process up to this point is the same, after which the new dates are placed on the copy and it is filed back accordingly, and the instructions or changed schedule is filed back in the envelope along with the original. *It is possible to get a complete history of, and locate any piece of copy desired in a jiffy.*

"In several years experience we have had to account for very few ommissions or wrong copy. In the two or three cases where this happened we discovered it as soon as the ad was printed, when the clerk checked back, and we were able to notify the agency and get a make-good date or an adjustment before the agency itself discovered the error.

"We do not mark the paper to designate dead ads for the foreman, etc."

LEGALS and Classified are attached to or written upon forms for this purpose. They are filed along with the display copy, in the same manner as display with this exception: In case of consecutive insertions the copy is filed one day after the expiration date, after it comes back from the composing room and is checked in the paper. If there is a typographical error in it, the green correction slip is used the same as for display errors.

The classified page is checked first by the new copy that appeared that day, then against the marked page of the day before. It is not necessary to label the type, and if the checking is properly done there is no occasion for an ad to overrun. If it does, it is caught, the next day. The "expired" ads turn up in the file on the day of the last run—automatically.

"In the last few months we have built up a promising classified page," said Mr. Boyer. "One young man who had no previous experience solicits and collect classified accounts and mails out an average of thirty a day on a soliciting form, clipping ads from other papers and seeking their insertion in the *Post.*

"*We average over* 10 *per cent replies to this form of solicitation and it is always cash with order.* It pays.

"Judgment is required in clipping the ads, but we have no fixed rule other than that we act on the presumption that an advertiser who is using classified advertising in another paper away from his home town is a likely prospect. We find some surprising results.

"If this system is of interest to a reader of *NPJ* and it is found that any part of the description is not plain, I will be glad to answer questions.

Uses Three Mat Services; How They Are Filed for Quick Use

IN the advertising department we get three advertising mat services and we believe our method of handling them to be simple and efficient. We have a cabinet of twelve drawers—one for each month in the year. When mats are received a boy takes a rubber stamp and dates each cut on the back with the month and places them (not separated) in the drawer provided for it. The printed sheets of the service are kept in book form.

"When a cut is wanted we go to the drawer corresponding with the month dated on the sheet. The mat is cut out and sent to the composing room. When it comes back the date on the back of it tells where to place it, and there it goes for future use.

"We have another cabinet which we use for 'stock' cuts which are accumulated in this way: Each month when a new service arrives we take out last year's service of the same month and select cut, border, attention getters and such other illustrations as are not subject to style changes and place them in this stock cabinet of drawers appropriately labeled. The rest we throw away. It works fine and saves a lot of time. Besides, we nearly always know just what we have, or we can find out in a few seconds. Advertising is charged *from the paper* in the bookkeeping department.

"Our business office, advertising department, circulation and editorial room are equipped with steel desks and furniture, and each desk has a portable typewriter stand."

HOW MUCH, per READER?

Proportion of Circulation and Promotion Expense in Relation to Revenue, Number

By ROY F. BAILEY

EVERY circulation man runs into the problem, "what percentage of circulation receipts should be spent for promotion, in promotional effort?" One is quite naturally reminded, at this point, of the story by Abraham Lincoln, who when asked how long a man's legs should be, replied that they should be long enough to reach the ground.

In like manner the percentage of circulation receipts spent for promotion would be the amount necessary to achieve the desired result. In some cases this amount would be the total receipts, and in others more than the total receipts, while in a few instances the portion would be very small.

THERE is however, a rather well-defined idea among newspaper men that not more than 50 per cent of the circulation price should be spent in promotion. In other words, that a newspaper ought to net half of the subscription price to apply on the purchase of print paper, ink, features, and the other expenses which make the average newspaper wish that it had the influence with the government which the public generally believes, in order that it might get a special bill passed permitting it to print paper money when there is a gap in the pay roll like a cake eater vest on a stylish stout.

It also would seem that the amount of money spent on promotion should be governed somewhat by the amount spent on the newspaper. To illustrate: A newspaper that runs eight pages of colored comics should not spend quite so much on circulation work as one that runs four pages, and still less than the one which does not use comics at all. In general, it would seem to be a pretty safe rule that *there is about so much money to spend, and that the more that is spent on the paper the less there will be to spend on newspaper promotion.* And, it seems evident, that is as it should be, for the newspaper that does not spend its money in making it bigger value than the reader can get elsewhere must, of necessity, spend extra effort and more money in securing subscribers.

THE belief is quite general that a publisher is justified in spending more money to get a new subscriber, than to get a renewal. Many publishers believe that it is permissible to spend the entire amount received for the first year's subscription in promotion. In that event the general rule may be that only 50 per cent of the renewal price should be spent in promotion. Other publishers hold that only 50 per cent of the first price should be used in paying circulation expense, and that but 25 per cent of the renewal receipts should be spent in promotion.

In our own business we hold close to the last view, and we make our expenditures on the basis of using 50 per cent of the receipts from new business, and 25 from old business. That is not true, however, when new territory is being opened, as we feel that it is worth while if the total receipts pay the enpenses. Some times, truth compels us to admit, the receipts do not equal the expenditures, but that is an extreme case, and does not occur often enough to seriously effect the general average.

While it may not always be possible, yet in the great majority of cases the publisher and the circulation manager will be better off, if promotion costs are held down around the fifty-fifty basis. It permits the publisher to give a better paper, and the better the paper, the greater the percentage of renewals at small cost, which means more time and money to be expended in securing new business.

AFTER all, the paper that renews its old business and gets new business month after month, is the paper that grows in circulation. If the old subscriber is lost, and a new one must be secured to take his place, the paper stands still or loses ground, so that both the publisher and the circulation manager have a common object in seeing that promotion costs are kept as low as possible. Also, viewed from the standpoint of an ideal condition, whatever is spent for promotion is too much, for if things were as they should be, people would line up in front of the door waiting for the privilege of subscribing for the paper which we happen to represent, and when the end of a perfect day is reached it would be found that every reader in our territory had discovered, as we knew all along, that our's is the best paper, and had subscribed. With that achieved, circulation managers could enjoy the rest they have earned, and would have the time to attend meetings of their associations, as they should and would if it were not for the fact that it would be charged to promotion expense—and they have so many things charged against this animal that it will be a mystery if he, she or it gets through the year without starving.

ROY F. BAILEY
Secretary and Manager
Salina (Kans.) Evening Journal

EDITORIALS FETCH A LIVELY CROP OF PRESS PRESTIGE

Pacific Coast Publishers Find a Way of Circulating Them All Over the Continent

By HARRY MYRICK

NEWSPAPERS in the State of Washington—doing a lot of lively and effective association work through the agency of the University of Washington School of Journalism, Seattle, (M. L. Spencer, Director)—have worked out a plan in the interests of promoting printing:publishing among the citizenry, which is of interest to all association workers.

It consists of publishing paragraphs from the editorial columns of Washington newspapers in a bulletin; the bulletin goes to publishers and editors; these select paragraphs from the monthly grist and re-publish them, with credit. Publishers print fewer "clippings" of the old-time "sob and storm" variety, doling out the trials and tribulations of the craft—indeed, press-agenting the very nuisances and faults they wish to stop! The public gets an adequate opportunity

to read worth-while editorial material from all parts of the State, and its respect and appreciation for the press is increased.

DIRECTOR Spencer described the plan for *"NPJ"*, as follows: "The purpose of such a plan is, primarily, advertisement of a state's newspapers. Every one of them comes to my desk on exchange. Then I have them read and the brightest paragraphs clipped for reprint in our *Press Bulletin*.

"The reason we started the idea was that we felt there was a large fund of worth while editorial material going to waste in the State of Washington for mere lack of adequate circulation. One small town newspaper will publish an excellent editorial or paragraph and have only some 1,500 or 2,000 persons read it. If that editorial or paragraph, however, were put before other newspapers for reprint, they would be able to use it and in turn to pass it on to still other newspapers. The value of the editorial, therefore, would be increased from 300 to 500, or even a thousandfold.

"State editors are reprinting every week the selctions that we send them. Their papers go out of the State into all sections of the Union. Editors in other states are reading and clipping them, with the result that our papers are quoted all over the United States.

"In addition to this, we are sending the *Press Bulletin* to leading newspapers of the country, in expectation that they will see the quotations from Washington newspapers and in turn reproduce the editorials and paragraphs quoted.

Prof. M. L. SPENCER
Director, School of Journalism
University of Washington

"The idea, as I have said, is primarily advertising—to attract the attention of the Country to our local papers. In a subordinate way, however, it is also intended to be helpful—to put the best opinion of the State before the Nation as a whole.

"Sol Lewis, editor of The Lynden (Wash.) *Tribune* first offered the "idea."

ATTACK on NEWSPAPER COLUMNS BY DIRECT-MAIL MAN TRACED

Reprint of an Editorial in "Newspaper Advertising"
Organ of the Association of Newspaper Ad-Executives

INVESTIGATION by various newspaper men indicates that the manufacturer of a machine used by direct mail advertisers financed an attack on newspaper advertising circulated some weeks ago by the sales director of a large Detroit department store. The attack was in the form of a circular, mailed over the name of the department store executive to retail establishments throughout this country in which it was alleged that better returns were secured by his retail establishment from direct by mail advertising than from newspaper advertising.

The examples that were cited were considered by newspaper men as unfair comparisons as they were based on sales to a selected list of charge customers who had an opportunity to buy merchandise previous to the public announcement in the newspapers.

SEVERAL newspaper men have expressed decided opposition to this destructive competition on the part of the manufacturer of direct by mail equipment. The advertising director of one of America's largest newspapers writes that he refused to purchase one of the machines because he did not desire to patronize a manufacturing concern that is credited with sponsoring propaganda of this character.

Recent reports come from Detroit to the effect that the department store executive in question had appealed to the Detroit newspapers for free publicity in connection with some Alaskan reindeer that he was importing as a feature of their Christmas activities. One Detroit newspaper convinced him that he should use newspaper advertising for this purpose, and he placed a special order for $3,500 worth of advertising in that newspaper in connection with the reindeer feature.

It is also significant to note that the department store man who is supposed to have written the attack upon the effectiveness of newspaper advertising continues to buy an average of more than one full page of advertising each day in one Detroit newspaper alone. In fact the department store has increased its advertising in the daily issues of that newspaper about 10% over the lineage used during the corresponding period of last year.

A representative of J. L. Hudson Company, another large department store of Detroit in an address before the recent convention of the Direct Mail Advertising Association said, "Mail Advertisements failed to perform." He explained that the conclusion was based upon an extensive experiment with direct mail advertising carried on by his store for more than a year.

BIRTHDAY PARTY "ON" PUBLISHERS

No Special Advertising in 80-Page Edition of Famous Oregon Weekly

OBSERVING its sixty-sixth anniversary in the comparatively new section of America, Oregon, the Albany *Democrat-Herald* (weekly in a town of 7,000 and a county of 30,000) published an 80-page special, with not a line of advertising in it except in the first, the regular section. The edition of 15,000 copies was financed entirely by the sale of papers at 25 cents each and cost the publishers about $4,000. More than 300 galleys of type and $2,000 worth of cuts were used. The history of the community and descriptions of its industries, activities, etc., made up the contents. W. L. Jackson is president, and R. R. Cronise secretary-treasurer of the *Democrat-Herald*, originally founded by Delazon Smith, Oregon's first United States Senator.

R. R. CRONISE
Secretary-Treasurer, Albany (Oregon) Democrat-Herald

CLEAN UP in LOCAL CLEAN-UP

Publishers and Printers Have Demonstrated a Big Point About Publicity

By JOHN L. MEYER

HERE'S an article which illustrates how a project of real public interest which easily could have become another one of those "free publicity" stunts, was turned to legitimate, paid advertising and printing channels, because a publisher with Principle took ahold of it and stood pat : : : And, it tells how printers and publishers have handled the project in right ways, with right and increasing results.

PRESENTLY newspaper publishers and job printers will again confront the opportunities (*and temptations!*) of the annual, early spring paint up campaign in their communities, large and small.

Since the plan originated, some twelve years ago, it has proved rightfully profitable to hundreds of publishers. In many cases it has resulted in more detailed plans for use at other seasons of the year than the spring time. Merchants have been taught striking lessons through these campaigns, in the proper use of local newspaper advertising, and the lack of true values in "free publicity."

A St. Louis publisher, Allen W. Clark, originated the local and national paint up and clean up idea. Knowing the problems of publishers, he saw to it at the very start that it became no seductive "free publicity" program in the interests of the many concerned by virtue of goods and services they had to offer in connection with the movement. He started, and has continued from the standpoint that *no civic or commercial campaign can really succeed in a lasting manner unless it is operated in a thoroughly busisnesslike way*—unless it pays its way rightfully. While the clean up and paint up program seemed to some to lend itself to making proposals to newspaper publishers to "support it as a public benefaction," Mr. Clark said *that* would be unfair to publishers. Mr. Clark founded several publications in the paint and varnish field, and he became a power in that industry through just such businesslike methods, of which the foregoing is a characteristic specimen.

"It has to pay the publisher, the merchant and the community," said Mr. Clark, "otherwise this worthy idea isn't going to pay *anyone*, either in the long or in the short run of it."

The clean up and paint up idea now has spread over the Country and Canada, and it has paid hundreds of newspaper publishers, as will be shown later in this report. The purpose of this article is to show how this has been accomplished, so that readers of *"NPJ"* may have some more useful experiences to use as the new year turns towards spring time "before we know it."

ADS, CIRCULARS, STATIONERY : : : ALL FROM ONE "P-J" SHOP
This Cut Illustrated How One Midwestern Printer:Publisher Sold One Dealer "Complete Line" of Service and Work During a Campaign

Campaign Bureau Is Formed By Publisher With Backbone

MR. Clark, as the idea developed, formed a campaign bureau in St. Louis. He got the co-operation of the manufacturers and jobbers of paints, varnishes and other goods and services who would naturally be interested. They were informed at once that there was "nothing doing" on any free publicity and "support" stuff—that is, any who expressed any such notions about it. An advertising service, especially designed for the campaigns, was worked out. Local dealers were told, for example:

"You hope that your business will be helped by this work—and it will be. The newspaper man hopes that his business will be helped—*and it ought to be.* See that his business *IS* helped, and yours also, by liberal advertising throughout the campaign. That is the *only way!*

"This campaign *sells* the publisher's space, which then *sells* to a community, aroused and interested in the campaign, all the products needed in making the town spic and span. This, then, is the publisher's opportunity to lead in a worthy public movement that has no flare-backs.

"Being a real campaign and continuing for some weeks at least, it brings new or transient advertisers the opportunity to learn unmistakably that *continuous advertising pays, especially when linked up with a movement of general public news and editorial interest.*"

THE campaign has resulted in the publication of many special "Clean Up and Paint Up" editions by American newspapers and the publication of millions of lines of display advertising made

EVERY BUYER OF ADVERTISING AND PRINTING is a CUSTOMER WHEN SPRING RENOVATION SEASON OPENS, EVERYWHERE

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up of copy supplied by the bureau. This space has been paid for by merchants in more than 7,500 cities and towns, and there are numerous instances where a single newspaper has carried from sixteen to twenty pages of "Clean Up, Paint Up, Fix Up" advertising, all paid for.

On the basis of mats ordered from the Clark Bureau by newspapers in one, recent year — many single orders for which represented more than 50,000 lines in a single newspaper, if printed only once—it is estimated that the aggregate lineage of "Clean Up, Paint Up, Fix Up" display advertising during that year must have aggregated at least twenty million agate lines in newspapers.

The campaign bureau has been financed largely by manufacturers of paint and varnish and closely allied materials, for the purpose of increasing the use of paint and varnish by inspiring and helping communities to organize their civic forces to "clean up, paint up and fix up for cleanliness, thrift and civic pride." On the finance and audit committee of the bureau are official representative of the National Paint, Oil and Varnish Association; the Paint Manufacturers Association of the United States; the National Varnish Manufacturers Association; National Association of Paint Distributors and the International Association of Master House Painters and Decorators of the United States and Canada.

"Don't call it a *week*—make it a real campaign," has been the constant exhortation of Mr. Clark. "A 'week' of spasmodic cleaning is futile—constant community effort is the price of permanent community cleanliness." Campaigns are starting somewhere in the United States every month and in every week of the year, dates depending largely upon climatic or other local conditions. In New England, the specified "intensive work period" usually is five weeks. In one state-wide campaign in Utah, the scheduled period for intensive work was six months.

Astounding Variety of Goods and Services Are Now Sold

THAT the campaign sells such apparently incongruous articles as musical instruments, furniture and canoes, as well as paint and varnish, is proved by the results of many of these campaigns in which vacant lots have been transformed into play grounds, necessitating the purchase of complete outfits of playground and park equipment, and in which club houses and community centers have been built and equipped.

The official report of the state wide campaign in Georgia, made by Mrs. Gordon Chason, chairman of the Division of Civics of the Georgia Federation of Women's Clubs, illustrates the

ramifications of the campaign to make Georgia "the cleanest and most beautiful state in the union":

"Many small towns report 100 per cent of the houses painted.

"School grounds and parks were equipped with seats, fountains and modern equipment for amusement.

"Schools were furnished with moving picture machines, pianos, victrolas, electric lights, sanitary drinking fountains, lavatories, laboratories, libraries, heating plants, domestic science equipment, and magazines, both weekly and monthly. Community rooms in schools were equipped with tables, chairs and other comforts for the benefit of teachers and pupils.

"Aquariums, tennis courts and swimming pools were built by civic clubs.

"Club houses, ranging from one room, rustic log houses, to the most pretentious buildings with auditoriums, swimming pools, tennis courts, kitchens, and other conveniences and accessories, together with ideally laid out and faultlessly kept grounds, were reported by individual clubs.

"Old churches were converted into auditoriums and furnished with seats, pianos, rugs, curtains, etc., and used for club houses and community centers.

"Memorial trees were planted and marked with bronze markers—miles of avenue of Lombardy poplars, crape myrtles, dogwoods, magnolias, palmettos, oaks, camphor trees, crab apple trees, May haws, locust trees, sweet gums, pecans, oleanders, pailms and indigenous evergreens.

1926-MODEL SLOGAN : : : : : : :

IF I OUGHT to Do It : : I CAN DO It.

Dealers See the Point Easily as Idea Grows on Them

FROM Lynn, Mass., the town which won the silver trophy valued at $500 for making itself "the cleanest town in New England" it was reported that as a direct result of the "Clean Up and Paint Up" campaign six representative retail stores sold 118,649 "Clean Up and Paint Up units, 79,910 cakes of soap, 1,100 brooms, 832 mops, and 7,000 gallons of paint. Seven thousand trees and shrubs were planted by the city of Lynn and by individuals. Fifteen old and unsightly buildings were removed.

The copy furnished by the bureau in St. Louis is diversified to sell paint, varnish, hardware, disinfectants, seeds, nursery stock and many other lines, each piece of copy dealing with only one line and much of it making no mention of paint and varnish beyond the words "Clean Up and Paint Up," which invariably appear in some place in the advertisement. The copy furnished by the bureau has not included trademarks or trade names, but much of it is mortised to permit the insertion of the names of brands by the advertiser. Dealers who pay for their own space feel that they are featuring some one manufacturer's business more than their own business when they use copy written especially for the manufacturer, and want the opportunity to use their own discretion, it has been shown.

One of the unique features of the Clean Up, Paint Up, Fix Up campaign is that the dealers' own potential customers often put up their own money to buy commercial advertising to help him sell his own goods. The bureau has sold a "Community Campaign Supplies Outfit," made up of advertising material, for $100, which closely approximates its cost. Orders came in for this outfit

LISTS IN THIS ARTICLE TELL WHEN AND WHERE AND HOW TO SELL, and NOT GIVE AWAY, a VALUABLE COMMUNITY SERVICE

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from Women's clubs, chambers of commerce, boards of health and municipalities. After receiving the material, committees of public spirited citizens made the rounds of the mercantile establishments and either gave or sold the advertising to the merchants to enable them to profit by participating in the campaign.

Some of the Sales Made by Newspaper Advertising Men

ADVERTISING solicitors for newspapers have sold space for "Clean Up, Paint Up, Fix Up" copy to paint stores, painters and decorators, hardware stores, automobile painters, awning makers, banks and investment companies, dealers in building supplies and contractors in associated lines, cleaners and dyers, grocers, tinners, sheet metal men and repairers and cleaners of chimneys, house raisers and house movers, life insurance men, fire insurance men, landscape gardeners, nurserymen, seedsmen and florists, lumber dealers, mattress makers and renovators, pipe coverers and insulators, department stores, druggists, electric light companies, manufacturers and dealers in fire prevention and fire protection apparatus, furniture stores, plumbers, real estate men, roofers and repairers, stucco contractors, laundries and clean linen supply companies.

Even beauty parlors and barber shops use humorous copy in keeping with the spirit of the campaign, while bakers and soft drink makers have published advertising copy appealing to people engaged in cleaning up and painting up to lighten their labors and refresh themselves with the products of the advertisers "after cleaning up and painting up.

Banks have often used half pages and full pages of display advertising during "Clean Up, Paint Up, Fix Up" campaigns to tell property owners that cleaning up, painting up and fixing up increases loan values and sale values, and to stress thrift, conservation and civic pride.

Fire insurance agents have used copy calling attention to the fact that "after the house burns" it is too late to think about removing the rubbish or litter in which the fire started.

The health factor has enlisted the strong co-operation of life insurance agents who not only use newspaper space, but also advertise the campaign in other ways.

Retail Stores of All Kinds Have Advertisable Opportunities

HARDWARE stores have advertised paint, brushes, bulbs, washing machines, clothes lines, clothes dryers, ironers, chamois, carpenter's tools, garden

tools, mason's tools, drain pipes, enamels, fireless cookers, furnaces, floor wax, glass, garden hose, garden sprinklers, hardware, lawn mowers, paint, paint cleaners, light fixtures, mops, oil mops, paint remover, poultry wire, pails, rakes, sandpaper, seeds, shovels, spades, sponges, screens stains, shades, scrub brushes, scrub pails, step ladders, tools, varnish, vacuum cleaners, window glass, wooden ware, awnings, tents, and scores of other articles.

Department stores have not only sold the same lines as hardware stores, but also many other lines, including aprons, gloves and cotton dresses.

Clothing stores have featured overalls and painter's uniforms.

Building contractors have advertised for building contracts, remodeling, sand blasting, cement contracting, carpenter work, flue and furnace cleaning, glazing, hardwood flooring, kalsomining, roofing, repairing, stucco work, wall papering and decorating, wall paper cleaning, weather stripping, plumbing, electric wiring and fixtures, and cabinet making.

Druggists have advertised disinfectants, insecticides, dyes, soaps, polishes, cleaners, enamels and paints.

Lumber dealers have advertised lumber, shingles, paint, glass, nails, builder's hardware, ready built garages, lime, cement sash and doors and general repair supplies.

Grocers have advertised soaps and scouring powders cleansers, metal and stove polish, brooms, mops, distinfectants, dyes, kalsosmine and water paints; furniture dealers, new rugs and carpets; electric companies, electrical cooking equipment for cleanliness; gas companies, "heat and cook with gas to avoid dirt and ashes"; florists and nurserymen, bulbs, plants and nursery stock.

Newspapers Report Results Achieved in Clean-Up Work

MATS have been sent out only upon request, but any newspaper can obtain mats without any charge, by ordering from numbered proof sheets. Electrotypes and other advertising supplies are sold at prices intended to cover their cost. The bureau declares it is conducted for service and not for its own profit.

That the plan has been successful is

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evidenced by the following expressions by various newspapers who made money in connection with the Clean Up and Paint Up campaign bureau:

In spite of some opposition from certain officials, we got out a special Clean Up and Paint Up edition of our weekly and had our daily so full of ads that it looked like a handbill—CHAS. W. ELLIS, *Lackawanna (N. Y.) Journal.*

We did fine on the advertising end of the game and are still running an issue on Thursdays devoted to advertising specials which had its inception in the clean up and paint up campaign—H. E. HUBBARD, *Dunkirk (Ind.) News.*

This paper pushed the campaign last year. We were easily able to secure four full pages of Clean Up and Paint Up advertising. We ran news articles and the advertising in a special Clean Up and Paint Up edition, with very good results. —R. R. O'BRIEN, *Cedar Rapids (Ia.) Republican and Times.*

Aggressive advertising in the newspapers and store windows marked the Clean Up and Paint Up campaign this year. The keynote of the copy was that the movement was not a selfish one to further the interest of the parties intimately concerned, but that it was designated to create greater prosperity and contentment for the individual and the city as a whole, through the improvement of that most powerful influence, 'the home.' As a rule, advertising was co-operative, although hardware stores and paint dealers used the opportunity in their individual ads to help the movement and their own sales.....The co-operative advertising carried the names of a large number of dealers and public-spirited citizens.— *Toronto (Ont., Can.) Marketing.*

A Lesson Not Only for Today, or One Project!

IN this review, the endeavor has been to show how publishers and printers have been and can be of *real* service in worthy public projects, and without falling for the frequent temptation of "giving away" something that is well worth money, on the plea of "helping a good cause". It has been shown, we believe, that such a worthy project as the clean-up and paint-up movement would not have reached its wide-spread and effective extent of success if it had not been conducted on legitimate principles, on the basis that everyone who performed a useful service be paid properly—and in no such elusive and deceptive coin as merely being praised as a good fellow or a good booster. The subject is handled in this issue because it is now timely. To handle a spring campaign properly, publishers and printers must get to work on it at once. There is not a town or city anywhere that has a newspaper which cannot profit by the experiences set down in this review. It is hoped that this article will inspire publishers to apply like principles in connection with other projects and movements which are put up to them constantly.

SPEEDS UP SLOW PAYER

Georgia Weekly's Letters Break Down Subscribers' Habits of a Half-Century

By O. W. PASSAVANT

SUBSCRIPTION methods in the past of the Newnan (Ga.) *Herald* with reference to collections, were largely a matter of how long we preferred to wait for the money. Practically all the country papers, and many of the dailies, ran their circulation on credit.

To this half-century of *credit circulation* is due a large part of present collection troubles. It is no small task to educate people out of a life-long habit. During the war the *Herald* was put on a cash subscription basis, but when the crash of 1920 came, we chose to take a loss on circulation rather than cut advertising rates. This was remedied later, gradually.

IN June, 1918, we instituted an advance-notice system of three letters, and have used it regularly since, and practically all our collections have been made by mail. *All subscriptions expire on the first of the month,* to facilitate handling, and in case a new subscriber comes in after the 10th we give the remainder of the month free. Blank checks and return envelopes accompany all letters, the second letter being sent out under a 2-cent stamp, with a 2-cent stamp on enclosed envelope. Usually we cut off all expired subscriptions when addressed to points outside of our local trade territory, unless renewed.

O. W. PASSAVANT
Publisher, Newnan (Ga.) Herald

Our circulation collections have been high in the last four years, but we have failed to get anything near the gross sales value of the list, except 1919, which showed 100%. We have tried to get a good circulation solicitor, but never had one yet that could produce and stick on the job. We have had no contests in ten years, as those held prior to that time were not successful enough to be really satisfactory. A premium plan, used in 1920, brought fair results, but the cost was excessive. We do not find club offers of any value, and a source of some annoyance.

THE most satisfactory feature of our circulation methods has been the elimination of disputes with subscribers, through the use of individual card ledger records, duplicate receipts, etc. Before we kept these records we frequently conceded payments of which we had no record—now a rare occurrence indeed.

Our experience seems to indicate that a fair rate, keeping the list paid up, and an active solicitor to look after the "stops" and solicit new subscriptions, is the ideal method. We certainly will not abandon the use of mail collection methods, even if we have a good circulation man on the outside all the time.

NEWNAN (Ga.) HERALD'S QUARTETTE OF "PULL-SOME" CIRCULATION LETTERS

Dear Friend:—

We take this method of informing you that your subscription to the *Herald* will expire the first of next month.

We have found that it is more satisfactory, both to subscribers and to us, to have subscriptions paid in advance, and we trust you will renew promptly.

The subscription price is $1.50 per year.

Please let us have your renewal NOW.

Yours very truly,
THE NEWNAN HERALD.

.....192.....

The Newnan Herald:—

Enclosed find the sum of $..... for which you will please extend my subscription for .....years.

Name.....
Postoffice.....
R. F. D..... State.....

Dear Friend:—

We are again reminding you that your subscription to the *Herald* will expire the FIRST OF NEXT MONTH, and we are anxious to have your renewal before your subscription expires.

By renewing you will confer a favor on us, also insure the receipt of your paper without further attention.

To aid you we are enclosing:

1. A bank check on which you write the name of your bank in the lower left hand corner, and sign; or,

2. A postoffice money order application blank, ready to sign, and

3. A stamped envelope.

Please let us have your renewal TODAY!

(*Remittance Form*)

We have previously called your attention to the fact that your subscription to the *Herald* will expire on the first of next month.

Our aim is to keep our subscription list paid in advance, believing that plan is best for all parties concerned. We appreciate your subscription, and would like to have you renew it.

If it is not convenient for you to renew for a full year, send us 75c. for six months subscription, or $1.00 for eight months. The main thing is to keep your subscription in good standing.

Please do not overlook this matter. ACT TODAY — RENEW NOW!

FINAL APPEAL

THE NEWNAN HERALD

$1.50 A YEAR IN ADVANCE
NEWNAN, GA.,

Mr.....

.....

To Subscription to *The Newnan Herald.* From....., 192.... to .....192.... $..... Please renew your subscription promptly. We will appreciate your attention and renewal.

Yours very truly,
THE NEWNAN HERALD.

.....192.....

The Newnan Herald:—

Enclosed find the sum of $..... for which you will please extend my subscription for..... years.

Name.....
Postoffice.....
R. F. D..... State.....

HOW dull it is to Pause,
To make an End,
To Rust unburnished,
Not to Shine in USE!

—ALFRED TENNYSON

PESSIMIST—Seasick on the journey of life.

THERE is little room among us for those who are timid, irresolute and idle.—*Roosevelt.*

National
PUBLISHER-PRINTER ROUND TABLE
Send An Idea
Covering the United States and Canada

THEN, WE HAVE the PRESS-AGENT--VICE-VERSA

An Illustration of Reverse-English, Air-Tight, Non-Skid Muzzle-Jam, Good Samaritanship So Often Met by Publishers

From THE DAILY METAL TRADES
Penton Publishing Co., Cleveland, Ohio

YOU will enjoy reading this, circulated recently in a field which contains at leasts a few potential newspaper advertisers, and which could boast—if found advisable and *profitable* to boast—of some of the most skilled "Press Hush-Hushers" which have yet cropped up. Readers of *"NPJ"* will recall an editorial in these columns in the October number on the subject of "Press Hush-Hushers"; and, while the following entertaining and interesting reflections come from a trade paper man—a *daily* trade paper, however—it could be transplanted into any *news*paper office in this Country as easily as ice cream onto a piece of apple pie. Quoting from the *"NPJ"* editorial of October: "This writer has stepped all over the press agents, particularly having in mind the kind which grafts in some way or another on the advertisers as well as the media—the something-for-nothing guild that works *both* ends *plus* the middle. What about the *press silencers?* What about the stuff left out to *please* some one—I didn't say to *help*, when help is needed?"

SOME readers—but it is doubtful if there will be a great many of them at that—will appreciate the difficulties, obstacles, hindrances, delays and folderols with which business paper reporters are hedged about in their search for news. Mostly, however, they are welcomed and made to feel at home.

Occasionally, especially in the case of some "high-brow" society of technical men, and the lesser important they are the surer this very thing is to happen, they run into a situation such as is described herewith accurately by our Philadelphia representative one day last week:

YOUR reporter arrived here safely last night for the purpose of covering the meeting of Philadelphia Foundrymen's association. To get cleaned up for the meeting, and particularly to see that his necktie was on straight, he first visited the washroom.

While thus engaged, a lively young man bustled in and remarked that it "looks like snow." The conversation thus opened your reporter learned that *the meeting of the foundrymen had been held the preceding night.* This amounted substantially to being late by some 24 hours.

Your reporter took this philosophically, thinking it might have been a great deal worse, like two weeks, for instance.

The young man stated that the meeting then going on was that of the Metal Manufacturers' association. Your reporter recalled previous attempts which he had made to learn something about the Metal Manufacturers' association meetings, only to be told that *this organization avoided publicity as much as possible.* The young man said his name is Sparks and that he is the very man who had advised your reporter about this policy of non-publicity.

But he said that he would go in and tell the president your reporter was outside and see what the president had to say.

AFTER talking with the president the young man again came outside. On his face was the expression of a man who is prepared to give anything he has in a noble cause. Your reporter at once could discern that it was only over this young man's dead body that anyone would be able to injure or hinder the Metal association in any way.

The president had ruled, said this young man, that *your reporter might sit in and listen to the two main speeches of the evening.* He explained that one speech was to be on the subject of vocational training and the other on fatigue in industry.

These were delicate subjects which would have to be handled carefully, said the young man. Your reporter would have to be very careful about quoting the speakers, and *it would be best to submit his story to the president prior to publication.*

THE emotions experienced by your reporter were quite the same as those which must have overwhelmed Balboa when for the first time he beheld, stretching to the horizon, the Pacific ocean. *Here were these two glorious speeches as good as in his note-book!* As the young man said *a special dispensation had been made in the case of your reporter.*

BUT your reporter heard somewhere within him a still, small voice. It could not have been his conscience since that was clear. It was a voice of warning. It suggested to your reporter that the responsibility was too great, that somewhere in handling these two speeches on these noble subjects, he might skid. He so informed the young man, thanking him at the same time for his courtesy and offering to extend any co-operation at any time.

Your reporter thereupon dug up Howard Evans and obtained from Mr. Evans the story of what had been done at the foundrymen's meeting.

A RESOLVE FOR 'TWENTY-SIX :

From the Works of JONATHAN EDWARDS

RESOLVED to live with all my might while I do live; Resolved, never to lose one moment of time, but improve it in the most profitable way I possibly can; Resolved, never to do anything which I should despise or think meanly of in another; Resolved, never to do anything out of revenge; Resolved, never to do anything which I should be afraid to do if it were the last hour of my life.

NEWS : : : : : : : : EDITORIAL

IS THIS A KNOCK OR A BOOST?

The Saturday Evening Post (editorial): "A prize is given each year to the newspaper that performs a notable service. It might be hard on the judges, but why not give the prize some year to the paper that contains the fewest slight errors? At the very least, a good example would be to set to the rest of the community."

EDITOR "DINES" HIS WHOLE STAFF

Edgar C. Nelson, editor of the Boonville (Mo.) *Advertiser* had every rural correspondent for his paper to a Thanksgiving dinner at the largest hotel in Boonville. He felt that his shop force and his country correspondents were due some recognition. He also felt that his competitor, the editor of the daily paper,

"NPJ" ROUND TABLE
(CONTINUED)

would enjoy the meeting so he invited him in. The correspondents told how they gathered the news. Congressman Nelson, a brother of the editor and a former publisher made an address. He urged the writers not to allow any personal prejudices to influence them in their reporting of the news.

HIGH SCHOOL "TRAINING" INSUFFICIENT

Addressing the Central Interscholastic Press Association annual, Dr. Willard G. Bleyer, head of the Wisconsin University course inJournalism, said: "Many newspapers are ready to employ high school graduates as reporters and correspondents because they canot get enough graduates of schools of journalism and colleges.

"Every newspaper man admits that the greatest single cause of the inaccuracies that mar many well-edited papers is the ignorance of reporters and correspondents. The only means of remedying this defect is to secure better-informed reporters and correspondents, and the readiest method of getting such newspaper workers is to insist on having college graduates.

"Because the success of our Republic depends on sound public opinion, and because the news that is being gathered and written, day by day, by newspaper reporters and correspondents, is the food of opinion, it is the patriotic duty of every high school teacher of journalistic writing to encourage boys and girls of ability to prepare themselves adequately for the profession of journalism."

ANOTHER VIEW ON "DEPARTMENTIZING"

"Whether the fact is fully realized or not by the average newspaper reader," states a leading article in the *Linotype News,* "the chances are that he likes the paper of his choice because he likes and has come to look for certain of its regular departments. Regular departments go a long way toward shaping the personality of a paper. For next to the character and ability of those behind it, its departments are the most vital things about it. They serve to differentiate it from all others. Consequently, a paper is attractive in direct ratio as its departments are attractive; and the way to make it more so is to add more good departments or to brighten up the ones already carried." This editor then adds that this work is to be done, not by buying a lot of matter, but by using local feature opportunities to the best advantage.

TEXAS EDITOR'S "TEXAS HAND-BACK"

C. L. Tanner, editor of the Alice (Tex.) *News* returned some matter, which he thought would be "free publicity" if used, to a life insurance company president, and wrote up the incident under the heading, "Mooching the Country Papers." He received a long reply which, in turn, he answered in a signed editorial in a recent issue, in part as follows:

Now, my country "wielders of sentiment and other things," read this astounding information from this self styled aid to ye country editor:

> FORTUNATELY INDEED FOR US, SOME 200 TEXAS NEWSPAPERS ARE USING THE ITEMS WE SEND OUT, AND WE ARE NESESSARILY VERY GRATEFUL TO THEM.

Since the articles these 200 papers are using average about 50 lines, and since rates for reading notices in country papers average eight cents per line, this insurance company, by its own admission, is obtaining about $800 per week advertising without paying the papers one penny. If you are not "grateful" for this, my friend, may the devil get you. But get this cheap bit of stuff:

> Aside from this question, we regret that you take the attitude you do, since the executive committee of this institution has just voted an advertising appropriation which will be used in addition to a great deal of advertising to be done next year by agents. We realize, of course, that you could not possibly be interested in the advertising, since you view the publicity with so much aversion.

Now, ain't that awful! Come to think of it, however, permit me to say that unless every dollar of that appropriation, large or small, be expended with your 200 editor suckers, that all of you should be boiled in oil as ingrates. And, I might further remark, that since the News has managed to worry along some twelve years without business from your company, and since the company seems fairly prosperous, we can both "manage." Read on:

> We are very glad to take your name off our mailing list, and trust you will not be bothered further by any requests for space from us either in the way of space for advertising or matter for your news column.

That's fine! And now if the rest of the bunch of free advertising moochers would do likewise, I could hire a smaller postoffice box and save the money I am to lose from that advertising appropriation. Adios, Senor.

And now a word to editors who may have had the patience to read thus far down the column: No man knows better than myself the temptation to stick on the hook his propaganda veiled as news, especially when it is well written, as is the case with my sarcastic insurance friend, but until we learn better business sense the big corporations would be foolish to spend good money for advertising when they can get more of it for nothing.

THE SUMMERLESS SUMMER OF NINETEEN-TWENTY-SIX

From SALES MANAGEMENT, Chicago

A REPORT is current that the summer of 1926 will be a repitition of the summerless summer of 1816. The report seems to have had its origin in a statement made by Herbert Janvrin Browne before the Babson Annual Conference. It was given momentum by a theory advanced in the French Academy of Sciences, attempting to prove the existence of a cyle of 744 years made up of forty periods of the Lunar Saros and sixty-six sunspot cycles.

The story would be interesting *if true*! However, *it is not true.* Mr. Browne denies that he made any such statement. "The error," he writes, "is due to a careless report of my address. My forecast was that the crop year of 1926-27 in the Southern Hemisphere and the crop year 1927 in the Northern Hemisphere would be fraught with grave danger on account of unseasonable cold and disturbed weather conditions."

We laugh at the generals of old who would not make a move in the game of empire without a forecast from their favorite star-gazer, but we are getting almost as bad. The time may come when we will be safe in regulating our production by long distance weather forecasts and justified in regulating our sales program by long distance business condition forecasts, but long distance forecasting is still largely guess-work.

We have noticed that business men who are forging ahead are usually too busy getting business and creating their own conditions to spend much time reading long-winded reports of what might happen if the moon and the tide and the sun decided to kick over the traces.

ANOTHER PLAINDEALER NEWS PARTY

During the year just passed, *"NPJ"* carried a detailed article on the methods of the St. James (Minn.) *Plaindealer,* weekly, published by the Curtis family, for improving its county news budgets and helping its correspondents. A feature in this work is the annual entertainment at the newspaper's office at which correspondents get actual training in writing and *handling* news matter. We are informed that the 1925 gathering was held late in October, and that a new feature was used. J. Harold Curtis said:

"We issued a special edition of the *Plaindealer* in the evening while the correspondents were in our office. They were interested in viewing the mechanical work of getting out a newspaper. We had all the equipment of the office running, which included the model 8 Linotype, our jobbers, the caster and newspaper press.

"The correspondents were first taken to a movie show, after which W. P. Kirkwood, editor of publications at the University Farm University of Minnesota, gave a talk on "What is News?" They were then brought over to the *Plaindealer* office to see the plant in operation. A lunch of pumpkin pie and coffee was served at the office."

NEWSPAPER PLANT "ON THE AIR"

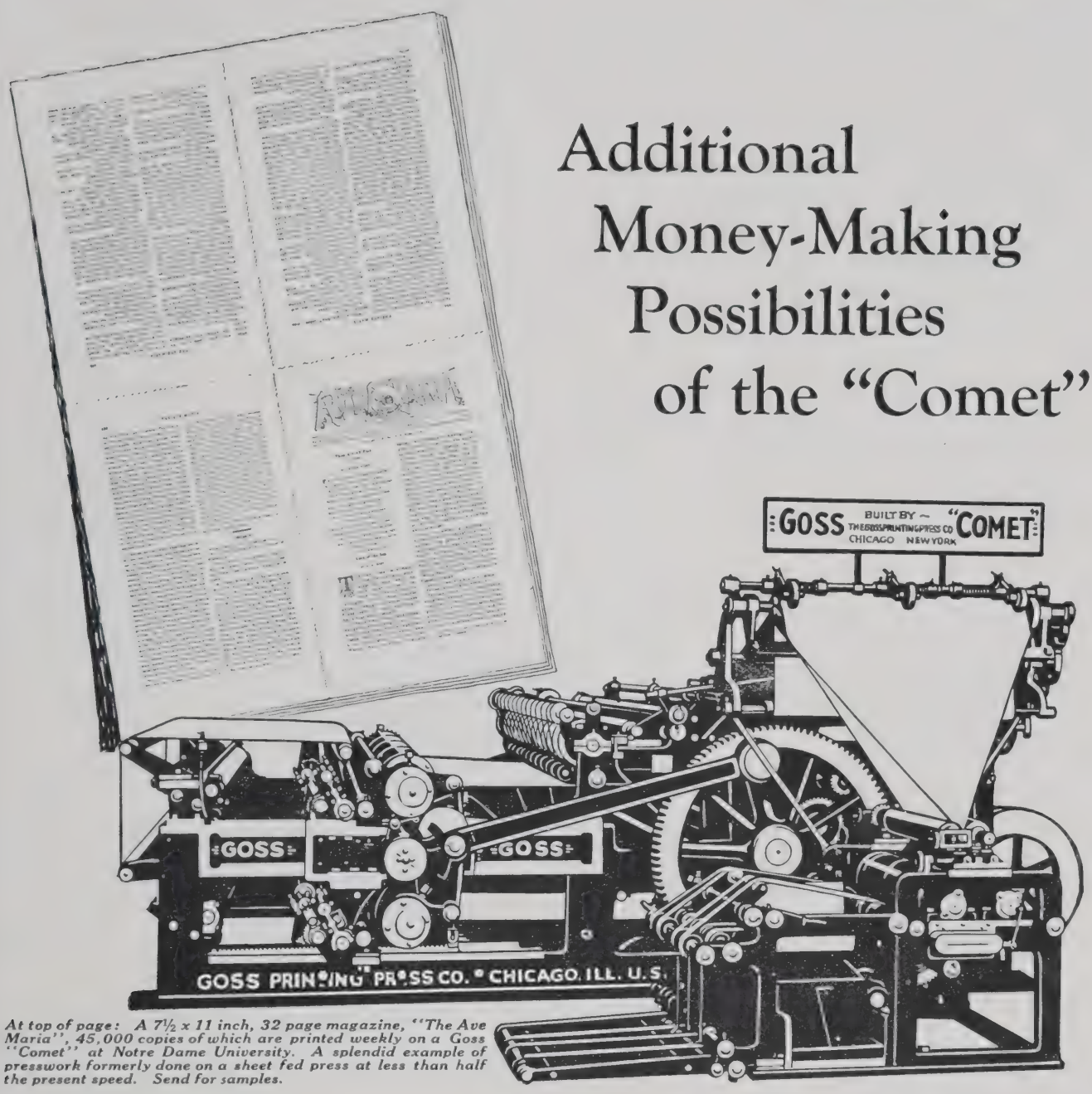
The London (Eng.) *Daily Mail* "put on the air" for fifteen minutes a reproduction of the mechanical sounds made in the production of the paper. Millions of Englishmen heard for the first time the rumble of printing presses turning out a daily newspaper. They also heard the clicking of typewriters, the clatter of Linotypes, and the sound of makeup men's mallets as the workers planed the pages on the stones before shooting the forms to the stereotype machines.

VIEW ON THE FLORIDA SITUATION

Following receipts of letters from readers of *NPJ* in Florida, stating that wages in newspaper:publishing plants there are sky-high, and still going up, the editor notified the following in an issue of the Florida State Press Association bulletin:

"We had in mind saying something about John H. Perry's prophesy that 'Haines City would have half a million population by 1935' when

Additional Money-Making Possibilities of the "Comet"



At top of page: A 7½ x 11 inch, 32 page magazine, "The Ave Maria", 45,000 copies of which are printed weekly on a Goss "Comet" at Notre Dame University. A splendid example of presswork formerly done on a sheet fed press at less than half the present speed. Send for samples.

YOU can make money with a "Comet" by printing quarter and half newspaper size products in addition to your daily or weekly newspapers. Many "Comet" users are doing this.

With a magazine slitter mechanism and use of special chases, the "Comet" will print up to and including 32 pages of a one-quarter newspaper size publication (see example above) or 16 pages of a half newspaper size form.

On regular newspaper work, the "Comet" folds as it prints 3,500 four, six or eight pages of 6, 7 or 8 column size per hour from type forms or flat stereos and roll paper. The column length can be 20 to 21 inches. Cut of sheet 22 inches.

Built by the same mechanics and in the same shops that turn out the big presses for the world's leading metropolitan newspapers, the Goss "Comet" is likewise of the same high quality and is backed by the same reputation and the same "sleepless service" that is relied upon by the largest publishers.

Foundation plans gladly furnished on application. Write for catalog.

THE GOSS PRINTING PRESS CO. • CHICAGO

The Goss Printing Press Company of England, Ltd., London
Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

GOSS STRAIGHT LINE GOSS HIGH SPEED

"NPJ" ROUND TABLE
(CONTINUED)

Editor Lee of the Winter Haven Daily Chief took up the cudgel, and said our say. Here it is:

"'John H. Perry, the newspaper man, is an authority on how to run a newspaper, but we would certainly hate to engage him as a prophet. He predicted recently that by 1935, Haines City would have half a million population. Half a million is 500,000, which is 40 per cent of the present population of the entire state of Florida. Haines City at present has close to 3,000 people, which means that the Gate City of Imperial Polk will need to add only 497,000 people in 10 years. That would be 49,700 a year, or 4,142 a month, or over 150 a day. Can anybody swallow that? Hardly. We will concede that Haines City will grow like the very devil during the next ten years, but if she hits the 50,000 mark she will be pulling a wonderful stunt. In fact if Winter Haven hits that mark she will not be asleep—and Winter Haven has more than double Haines City's population as a starter in this year of grace, 1925.

"'Laying all jokes aside, we doubt if such extravagant predictions, even when made by a noted journalist, will do Florida any good. Those who are willing to concede Florida cities a greater growth than any others in the land, will not be apt to swallow that kind of prophecy and on the other hand will probably lose their enthusiasm for a country that can 'tell big ones' like that. Any predictions on a city's or a country's growth are regarded as fairy tales, anyhow, and the less we have of them the better for the towns and the state. Haines City and Winter Haven and all the other Florida cities are going to grow at a rapid rate, but any predictions on what size they will be five or ten or twenty years hence is merely a waste of valuable time and a provocation to unholy glee on the part of those who sit around and pick flaws in Florida's development. Let's quit predicting and get down to the business of making a living and business conditions so ideal that the growth of our city will take care of itself.'"

BETTER CIRCULATION

WHEN IS A NEWSPAPER REAL?

When you have made a newspaper that you can actually sell to yourself—a newspaper you are proud of—you can usually sell it to the public—*Publishers' Auxiliary.*

JOINT CIRCULATION IS RULED OFF

The Audit Bureau of Circulation at its 1925 annual, Chicago, adopted a resolution holding that the circulation of two papers sold at the price of one shall not be certified by the Bureau as paid. The resolution was presented by Harlan G. Palmer of the Hollywood (Calif.) *Citizen.* The resolution had been passed by the Dailies Division of the Southern California Editorial Association. Two sides of the subject were presented respectively by F. W. Kellogg, former publisher of the Los Angeles *Express* and now publisher of the outside papers circulated with the *Express* and by Mr. Palmer.

GUARANTEEING NEWSPAPER CIRCULATION

From time to time various prospects have been suggested relative to some plan of auditing and guaranteeing of country newspaper circulations. There has been too much of a tendency on the part of publishers to make circulation claims that an audit would not substantiate. A case of this kind is now in the courts of Illinois where a publisher made statements to advertisers relative to circulation which seemed out of proportion to the list generally carried by papers in other localities of similar population. The matter finally reached the spot where the Federal Government, through the Post Office Department, ordered an audit of the paper's circulation records. The audit evidently revealed a padded circulation as the Federal Grand Jury, who also took a hand in the matter, returned indictments.

Every publisher should be willing to make a sworn statement, and that sworn statement should be the truth and nothing but the truth. It would also result in more advertising rather than less.—*N. E. A. Bulletin.*

INTRODUCES ITS EDITORIAL STAFF

In line with its activities to foster public good will, the Milwaukee (Wis.) *Journal* recently capitalized the interest that people generally have in "getting behind the scenes" of newspapers. There is general public curiosity as to persons who get their names regularly in print, like special writers and department editors. So, on the occasion of its forty-third birthday, and its first anniversary in its new home, the *Journal* held "Open House" and invited the people of Milwaukee and Wisconsin. Carefully arranged programs were presented every afternoon and evening and editorial special writers and department editors were featured. Readers were able to meet them personally, shake hands with them, and discuss with them the subjects on which the editorial people were qualified to speak.

HOW CIRCULATION MEN HAVE HELPED NEWSPAPER FIELD

From an Address by John M. Schmid, to American Newspaper Publishers' Association; former Circulation, and Now Business Manager of the Indianapolis (Ind.) News

RETURNS have been almost wholly eliminated. Exchanges and "deadheads" have been cut off.

Advertisers' copies have been reduced to a minimum, clipping of advertisements being substituted.

Free copies to employes have been cut off, many of whom have become regular subscribers.

Press room and mail room waste and "overruns" have been largely reduced.

Much mail matter is now being forwarded by express and baggage to reduce transportation charges.

Agents have been appointed in communities where individual subscriptions by mail were formerly the only means of distribution, bringing about a saving in wrappers, time in the mailing department, and transportation costs.

Mechanical mailing devices have been installed to replace human labor, thereby cutting down the pay roll.

Office systems have been simplified in order to reduce expenses.

Promotion work has been scientifically organized to reduce number of employes and to prevent lost motion.

Educational campaigns have been inaugurated to induce subscribers to renew subscriptions of their own accord, and not depend upon personal call of publisher's representatives, thereby cutting off a big item of expense.

Subscription rates have been increased.

Clubbing offers have been reduced, or cut off entirely.

Premiums and other inducements have been abandoned by many publishers.

FARMERS DO READ PAPERS

The results of three surveys made by the United States Department of Agriculture within the last few years to determine how many farmers were subscribing to and reading papers, indicate that there is no one among the newspaper man's audience who reads more widely than the American farmer. In 1912, the survey showed that 66 per cent of the farmers were taking a farm paper and in the survey in 1919 this had been raised to 75 per cent. In the 1919 survey, it was found that 79 per cent of the farmers in the territory surveyed were taking a daily paper. It is safe to say that this percentage is even higher for the local or weekly paper. In 1923 and 1924, four surveys, made in co-operation with four states, showed that 63 per cent of the changes made on farms traced back directly to various publicity mediums of which newspapers were perhaps in the majority.

COMMUNITY BUILDING

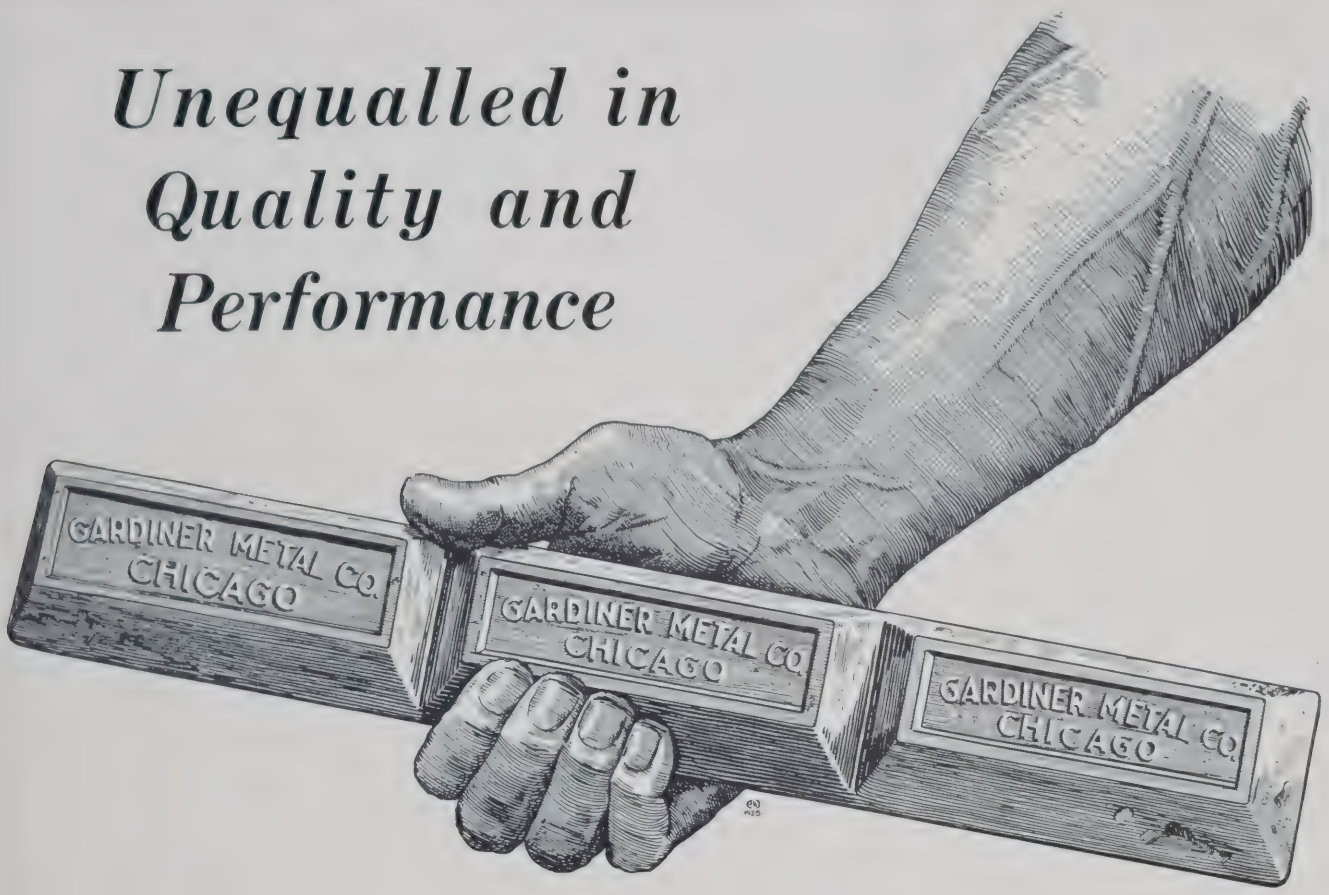
OLDEST SUBSCRIBER ROLL-CALL PAYS

A marked stimulus in circulation was experienced by the Peekskill (N. Y.) *Highland Democrat* through a series of letters volunteered by old subscribers, following the publication of a letter in the paper of one who claimed a continuous record of 35 years. Subsequent editions show that a veritable "race" was under way, and eventually one reader showed evidence that he had been on the books for eighty years. This subscriber was over 90, and is still reading without glasses—one of the many human interest and feature angles developed in the series.

REMINISCENCES OF THE "GOOD OLD DAYS"

The following appeared in the Thirty-First Birthday Edition of the Newkirk (Okla.) *Democrat-Herald,* published by D. M. and J. E. Hamlin: "The *Democrat* was first issued at 4 p. m. on the opening day of the Cherokee reservation. The type and presses were carted across the border line, leaving

Unequalled in Quality and Performance



The production of a modern daily newspaper demands the use of standard metals which do not vary in quality and performance.

GARDINER METALS — standardized in purity, content and as to method of alloying — will insure uniform casting results. They can be depended upon to aid, day in and day out, in producing a clean cut attractive newspaper.

When next in need of Linotype, Monotype or Stereotype metal specify "GARDINER." Its use will improve your printing results.

Where Quality Metals Count — Gardiner Metals Are Used!

GARDINER METAL COMPANY

Established 1901

1356 West Lake Street, Chicago, Illinois

LINOTYPE / / / MONOTYPE / / / STEREOTYPE

Johnsonized

The Economical Machinery for Printer, Binder and Typesetter

◎ ◎ ◎

One Pony Miehle, two revolution, bed 26 x 34, front convertible delivery, with Dexter Automatic Feeder.

One No. 4 Miehle, two revolution, bed 29 x 41, combination sheet and fly delivery, four form rollers, table distribution and standard factory equipment.

One Cottrell two revolution, bed 33 x 46, four page six column, four roller, front fly delivery.

One Cottrell two revolution, bed 26 x 39, four roller, front fly delivery, two page seven column.

One Cottrell two revolution, bed 44 x 56, four page seven or eight column, a modern job and book machine, convertible front delivery, printed side up and down.

Huber Hodgman two revolution, bed 46 x 56, four pages, seven or eight column, four roller, convertible front delivery printed side up or down, block bearing bed motion, a high grade job and book machine.

Whitlock two revolution, bed 34 x 47, four page six column, four roller, front fly delivery.

Whitlock two revolution, bed 29 x 42, four roller, front sheet delivery, two page seven column.

Scott two revolution, bed 37 x 51, four roller, front fly delivery, four page seven column.

One 12 x 18 Chandler & Price Craftsman Gordon with complete Miller Automatic Feeder Unit, almost new.

Also 10 x 15 and 12 x 18 Chandler & Price Gordons with and without Automatic Feeders.

Hand, Lever and Power Paper Cutters.

Wire Stitching Machines.

◎ ◎ ◎

C. I. Johnson Mfg. Co.

Saint Paul, Minnesota

NORTHWESTERN AGENTS FOR:

New Morrison Perfection Wire Stitchers

New Mentges Newspaper and Job Folders

New Vandercook Proof Presses

New Liberty and Baum Folders.

"NPJ" ROUND TABLE
(CONTINUED)

Kansas at 12 noon. Two hours later a tent was erected and inclosed a busy little printing office, and the newspaper was born at 4 o'clock of the same afternoon."

"A LIVE NEWSPAPER IN A LIVE TOWN"

The Eckley (Colo.) *Tribune,* a weekly newspaper in a town of 400 people is having considerable success with a "Write a Letter Week" plan. They are asking each of their subscribers to write a letter to at least one friend, enclosing a pamphlet which is printed by the *Tribune,* boosting the town of Eckley. The editor says: "It's for everybody's benefit and I believe we will get good results, as well as add to the prestige of our paper."

INFANT NEWSPAPER LUSTILY CLEVER

Here is how the Santa Paula (Calif.) *Chronicle,* Leo A. Smith, recently announced its second birthday anniversary:

"This is the tale of a birthday party that was crowded out of the regular society department. It is the second anniversary of a lusty infant, which is being quietly celebrated at 113 North Mill Street, where the decorations show a demure color scheme of black and white. This color motif is carried out consistently, even down to some of the finger tips.

"October 1, 1925, is the second birthday of the Santa Paula Daily Chronicle, which made its first appearance October 1, 1923. It has always been a healthy infant, never having been fed on a bottle. As far back as March 1, 1924, it began getting a set of teeth which is now complete.

"It has had all the usual ailments of infancy; but having passed the dreaded 'second summer,' often so fatal to infants, it is growing on its way, lusty and vigorous, but not crowing.

"Dainty collations were served at noon to all members of the staff and working force—at various 'beaneries' along Main street."

MANAGEMENT : ACCOUNTING

FORM FOR COMPARATIVE RECORD

The Business Office Affairs Committee of the Southern Newspaper Publishers' Association, has approved of a form suggested by the accountant, Edmund Walker, for use by dailies in assembling information, in the accounting department for executives, as follows:

	This Month	Last Month	Last Month Last Year
Ray Roll	$	$	$
Paper Used	$	$	$
Other Expenses	$	$	$
Total Expenses	$	$	$
Advertising Income	$	$	$
Circulation Income	$	$	$
Other Income	$	$	$
Total Income	$	$	$
Per Cent Advertising	%	%	%
Per Cent News	%	%	%
No. of Employees			
No. of Pages			
Composing Room Wages	$	$	$
No. of Issues			
Average Pages Per Issue			
Cost Per Inch Advertising			
Average Selling Price			
Profit Per Inch			
Current Assets			
Current Liabilities			
Working Capital			
No. of Days Business Uncollected			
No. of Papers Printed			
Net Paid Circulation			
Percentage of Circulation Receipts Spent on Promotion	%	%	%

MANUFACTURERS : SERVICES

JOINS DIRECT-MAIL AD-SERVICE

Victor Klebba, formerly sales promotion and advertising director of the Bonnet-Brown Corporation, Chicago has joined the Superior Advertising Service, Inc., of that city, as vice-president. He was at one time advertising and correspondence counsellor of Butler Brothers, Chicago.

MANUFACTURERS HAVE TO BE ON GUARD, TOO

Association secretaries frequently send out warnings to publisher:printers of some one who is making attempts to victimize members of the profession, often in ways which would be amusing under other conditions. But, the craft has possibly

The Goes Bordered Blanks Are Real "Printers' Helps"

Every Business House in town is a prospect for

Goes
Art Advertising Blotters

Write for Samples

because they help printers to produce high grade printed products quickly, easily, and economically. They facilitate the production and enhance the appearance and value of Membership Certificates, Licenses, Permits, Guarantees, Warranties, Charters, Lodge Passes, Commissions, Coupons of all descriptions and thousands of other varieties of printed matter.

The Goes Bordered Blanks will help Printers to open new business channels and to secure better prices and longer profits for their work.

The Goes Bordered Blanks have been especially designed for type overprinting. They are lithographed in rich appropriate colors. The assortment includes 100 styles ranging in size from 2¾ by 6¼ ins. to 17 by 22 ins. —something for practically every conceivable purpose.

Samples and prices will gladly be furnished upon request.

GOES LITHOGRAPHING COMPANY, 47 W. 61st St., CHICAGO

A Miller Saw-Trimmer for Every Need
A Need for Every Miller Saw-Trimmer

"If it's not a MILLER
It's not a Saw-Trimmer"

THE MILLER "HEAVY-DUTY"—an all-purpose machine, encompassing every possible Saw-Trimmer requirement of the largest newspaper and commercial composing room.

THE MILLER "UNIVERSAL" — the recognized "Standard Equipment" of upward of 8000 shops—designed for general composing room and printing house use.

THE MILLER "PRINTER'S BENCH"—designed to meet the requirements of the smaller office and also for the larger office, where it is profitably employed as a portable auxiliary to the larger machines.

Write for the Miller Saw-Trimmer Catalog.

Miller Printer's Bench Saw-Trimmer and Cabinet

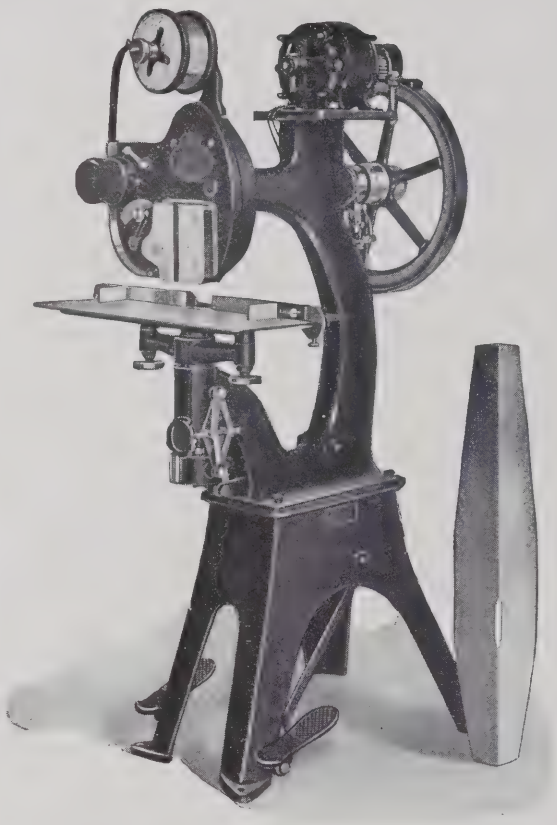
Miller Saw-Trimmer Co.

PITTSBURGH, U. S. A.

Atlanta - Boston - Chicago - Dallas - Detroit - Los Angeles
Minneapolis-New York-Philadelphia-St. Louis-San Francisco

MORRISON "PERFECTION" WIRE STITCHERS

Built in Sizes to Meet Your Requirements



Shown above No. 3-J is designed to provide a complete wire stitching department in one machine. Capacity, two sheets to seven-eighths of an inch. Takes wire 28 to 30 guage round or flat. Only one adjustment. No. 3J Belt Drive, price $375.00, complete. Motor equipment for direct drive, $77.00 extra.

◎◎◎

MORRISON
Sales and Service

◎◎◎

C. I. Johnson Mfg. Co.

Sole Northwest Agents

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

no adequate conception of the number and deviousness of attempts to "get into" the manufacturers and service houses by the wandering and flitting ilk which seeks "something for nothing."

O. H. Kepley, General Sales Manager of H. B. Rouse & Co., Chicago, one of the oldest and most formidable houses manufacturing labor-saving tools and devices for the printing trade, recently shared an experience with the editor of *"NPJ"* which is unusually interesting and characteristic:

"All sort of efforts are made by crooks to victimize manufacturing houses," said Mr. Kepley, "but an attempt made on us recently may be well worthy of publication in order to warn other houses—not merely as to this case, but as to the methods employed.

"Late in the afternoon of December 1, we received a long distance telephone call from a man who stated that he was Avery Caslon, son of an official of H. W. Caslon & Co., London, England. This party said that he was enroute from Detroit to Winnipeg to see his mother who had been sent to Canada for her health and that on the train his pocket had been picked and his transportation and money taken and that the conductor had forced him to leave the train at Ann Arbor.

"He had the name of every official of our company and spoke of them in the most intimate terms and was familiar with our business transactions with H. W. Caslon & Co. of London. His entire story was most plausible because of his complete knowledge of the business relationship between our house and the London house.

"He was very much agitated and wanted us to telegraph sufficient money to take him to Winnipeg. We gave him the name of a prominent manufacturer in Ann Arbor, and asked him to identify himself to that man, in which case we would be glad to furnish the transportation, but as he did not call on that manufacturer, we communicated with H. W. Caslon & Co. of London, and received the answer that Avery Caslon is unknown to them.

"Fortunately we lost nothing other than the cost of the collect telephone call which he put through."

PRINTING INK PRODUCTION IN U. S.

The production of printing ink in the United States in 1910 amounted to $8,865,000; in 1914, $13,830,000; and in 1921, $20,869,000. The consumption kept well up with the manufacture, the amounts being, in 1910, $8,544,000; in 1914, $13,411,622 and in 1921, $19,908,983.

MODERN CATALOG-MAKING

In every detail one of the finest examples of the book printing art—a volume handsome and tasty enough to add to the appearance of any library—is the 1925-6 catalog of R. Hoe & Co., New York, covering the electrotyping machinery and accessory and supplies manufactured by that company. The contents are carried out in unusually ample illustrations in halftone and line, with many decorations, borders, etc., in orange. The volume points out the long service rendered by the organization, since 1805 as manufacturers of printing presses, electrotyping, stereotyping and photo-engraving machinery. It is illuminating in showing the extent and scope of the equipment which has been provided for the electrotyper.

NOW IN CINCINNATI TERRITORY

E. C. Babbidge is now Cincinnati, O., representative of the Miller Saw Trimmer Co. He was for a number of years connected with the Chicago office of the company.

MIEHLE EMPLOYES' PRIVILEGES

A list of privileges extended to employes of the great plants of the Miehle Printing & Press Manufacturing Co., Chicago, taken from a recent issue of its house organ, *The Miehle Broadcast*:

"1. TIME SAVINGS PLAN—This offers you the opportunity for extra pay every two months based upon the hours saved each two months by greater effort and diligence.

"2. MIEHLE EMPLOYES BENEVOLENT ASSOCIATION—Every employe by paying only 25c a month may become a member of this association and in case of sickness receive $7.00 per week during such sickness.

"LIFE INSURANCE—All employes who were with the company on February 15th, 1923, and who had been in service six months or more are automatically insured for $500.00 without medical examination. An additional $100.00 of insurance is added for each year of continuous service until the total equals $1000.00. New employes, who have come to us since February 15th, 1923, and who were under 45 years of age at the time they started work for the company, will become insured auto-

"NPJ" ROUND TABLE
(CONTINUED)

matically for $500.00 after they have completed six months of continuous service and the amount of their insurance will increase with their time of service. There is no cost at all to the employe and in case of death the insurance is immediately paid to the beneficiary. In case of permanent total disability, the insurance becomes payable in installments.

"4. PENSION PLAN—To employes who grow old in the Miehle service is assured through a pension plan in income of not less than $40.00 or more than $125 per month. The amount of pension is based upon a percentage of the average earnings for ten years past multiplied by the years of service before pension begins. It further provides for a final payment of $250 as a death benefit made upon death.

PAPER COUNTS IN MAKING IMPRESSIONS

A novel way of driving home the benefits of the right paper for the right job is contained in a leaflet from the Gilbert Paper Co., Menasha, Wis., makers of Resource Bond, etc. The cover depicts a giant elephant (black and orange) endeavoring to take its feet off some fly paper. The heading is, "You Can't Catch Elephants With Fly Paper." The short text inside says: "Any old bond paper never got a customer or kept good records."

H. R. SWARTZ, president of the Intertype Corporation of New York City has been elected president of R. Hoe & Company, printing press manufacturers, also of New York City. Mr. Swartz succeeds Richard Kelly who has retired after two-score years of activity with the press company. It was announced that the responsibilities of the new connection will not affect the present duties of Mr. Swartz in the office of president of the Intertype corporation.

H. R. SWARTZ

A statement from the offices of the Hoe company announced that Mr. Kelly has been desirous for some time to be relieved of the responsibilities and burdens of presidency, general management and chairmanship of the directorate, and felt that his fortieth anniversary in the Intertype would be an appropriate time to resign. He assumed the presidency in 1920. The directors accepted the resignation with expressions of regret.

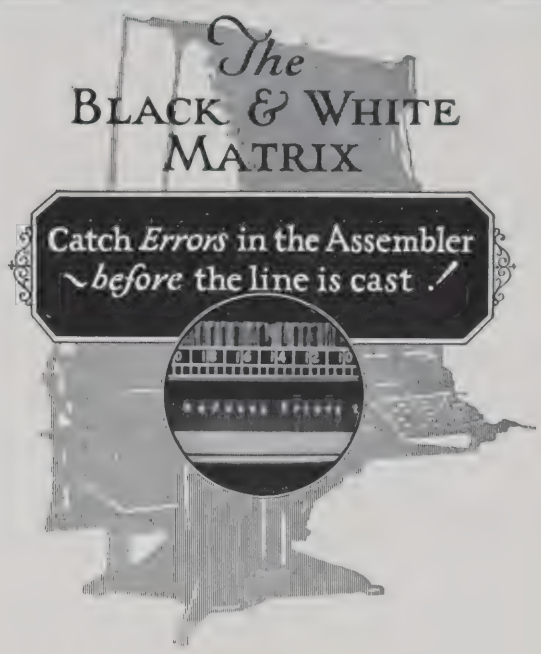
Mr. Swartz has been identified with the printing machinery manufacturing field for many years and became president of the Intertype in 1917. The Hoe statement further said: "The new management plans to carry on with increased vigor the company's policies of development and expansion, and will spare no effort to maintain its long-continued position in the industry and to go forward to new and greater accomplishments and successes. A large part of the credit for the position that the company has maintained for a period of so many years is attributable to the unusually long-time service of its employees, of whom no less than six have been associated with it for fifty years or more, thirty-one for forty years or more, eighty-seven for thirty years or more, one hundred and sixty-nine for twenty-five years or more."

NEW SEYBOLD 38-INCH AUTOMATIC

Circular No. 2020, just issued by the Seybold Machine Co., Dayton, Ohio, is of interest to every user of paper cutters. In explaining the design, construction and use of the new Seybold Automatic Cutter, many hints and pointers are given in the economical and efficient use of cutters. The folder contains a complete description of the 32 and 38-inch Seybold Automatic, with detailed specifications, capacities, etc.

WESTVACO INSPIRATIONS FOR PRINTERS, No. 10

If one is at a loss on proper "dressing up" of printed pages, this issue of the splendid series published during the year by the



Why disregard a sure source of PROFIT when it costs nothing to try it?

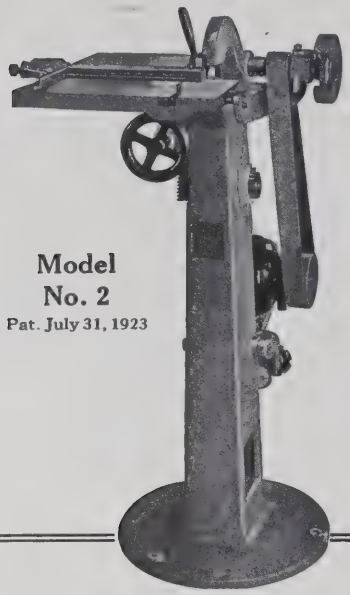
THE Black & White Contrast Matrix is guaranteed to save no less than 25% of all typesetting machine errors. It permits the operator to see and read each line in the Assembler and catch and correct errors before the line is cast—*in the natural operation of the machine and without slowing-up production.* Every department of production is benefitted because fewer errors mean less handling time.

We will prove this saving right in your own plant on your own run of work before you pay a penny. Investigate! Write for full particulars.

A Few Users of the Contrast Matrix

New York Times
Hartford (Conn.) Times
Cleveland Press
Akron (O.) Times-Press
Marion (O.) Star
Canton (O.) Daily News
Ravenna (O.) Republican
Dover (O.) Reporter
New Philadelphia (O.) Times
Youngstown (O.) Vindicator
Columbus (O.) Dispatch
Kenmore (O.) Herald
Huntington (W. Va.) Advertiser
Lima (O.) Star
Calumet Index, Chicago
Pfeifer Show Print Co., Columbus
Youngstown Printing Company, Youngstown, Ohio
Central Publishing Co., Cleveland
American Bohemian Daily, Cleveland
Evangelistic Publishing House, Cleveland
Press & Plate Co., Cleveland
Blue Island Prtg. Co., Chicago
Chas. Henricks, New York City

MATRIX CONTRAST CORP.
33 West 42nd St.
New York



The Worth of a Machine or a Man

Finds its way into your Profit and Loss account. If the entry is on the credit side it is efficient just in the degree that profit is greater than investment.

The C. & G. Trimmiter — in addition to its safety, accuracy, ease of operation, and so forth, is always on the credit side of Profit and Loss — it's a *money maker*.

To prove it, just keep books on a

C&G TRIMMITER

[SAW AND MITERING MACHINE]

◈ ◈ ◈ ◈

We're always making the Trimmiter better. Two new features are the Type Finishing Attachment (gives display slugs a perfect printing surface) — and the Low Slug Attachment (quickly routes high slugs in blank spaces). And there's the Universal Saw Blade, too — cuts any wood or metal without harming saw.

◈ ◈ ◈ ◈

Cheshire & Greenfield Manufacturing Co.

538 South Dearborn Street
Chicago

"NPJ" ROUND TABLE
(CONTINUED)

West Virginia Pulp & Paper Co., will be helpful and inspiring. It covers the treatment of drawings by the engraver to get striking and appropriate effects, and goes thoroughly into the proper use of pictorial bits for decorations, special uses of borders and intitials,—the latter is aptly gives a useful name: "Salutes to the Reader."

"AN EXCELLENT INVESTMENT"

A new circular on the Lee Press by the Challenge Machinery Co., Grand Haven, Mich., uses the foregoing for a headline, and carries out the good points of this press in that direction throughout the circular, which is a tasty example of the work of the Lee. A strong point is made as to the responsibility of this house and its long service to printer:publishers.

HANDBOOK OF ILLUSTRATED LETTERS

By the Standard Paper Manufacturing Co., Richmond, Va. It shows many uses of illustrated letters, and contains actual specimens of some of these as used by large manufacturers in the brush, separator and other fields. A pocket inside the front cover contains samples of papers suitable for such jobs. The text matter, showing the uses of illustrated letters, shows a lot of study and thought.

WHEN ALL THE WORLD WAS KIN

This editor appreciates receiving a copy of this little volume through the courtesy of the Ludlow Typograph Company, Chicago. The text, by Hamilton Wright Mabie, is composed on the Ludlow; in fact it is altogether a Ludlow product except for wood block patterns of the unique cover design. The content is a delightful reflection upon Christmas and the holiday spirit.

ELIMINATION OF WASTE TACKLED

"Competition is Forcing the Elimination of Waste," is the timely headline of a folder by the Miller Saw-Trimmer Co., of Pittsburgh, Pa. The subject is approached in the interests of users and prospective users of high-speed presses and automatic feeders.

PRODUCTION ANGLES

NEW NEWSPAPERS, OFFICES, PLANTS

Pasadena (Cal.) Morning Sun.
Salona Beach (Cal.) San Diequito Sun.
Weed (Cal.) Press.
Jaroso (Colo.) News.
Wethersfield (Conn.) News.
Milton (Fla.) Tribune—Ed Straughn.
Tallahassee (Fla.) Morning State.
Waukon (Ia.) Allamakee Republican.
Waltham (Mass.) Courier.
St. Paul (Minn.) American Citizen.
Concord (N. H.) Evening Telegram.
Achille (Okla.) Herald—J. B. Simpson.
Fort Cobb, (Okla.) Dinner Horn.
Chiloquin (Ore.) Review.
Richmond (Ore.) Eagle Valley News.
Tiverton (R. I.) Newport County Sentinel—Weekly.
Layton (Utah) Weekly News Express.
Roy (Wash.) Record.

ONE WAY TO STOP PRINTING LOSSES

Probably one of the greatest problems in estimating is the means of preventing errors from getting through. First we have the common errors in arithmetic, that is, adding and multiplying to make the extensions of time to dollars and cents. For answer to this part of the problem we would recommend that each office be equipped with a calculating machine and adding machine, as the expense of the installation of two such machines is minor compared with the saving of actual money loss through these errors, to say nothing of the time saved in using these automatic machines as compared to the pencil and paper method. Besides these savings, the estimator is saved much mental effort and can produce more estimates or do other work in the same length of time. Then there is the problem of not getting just the right method to handle the work most economically. All estimates when small should be checked by a second person.—*George H. Vorhees, to U. T. A. Annual.*

WHEN TYPE SHOULD BE REPLACED

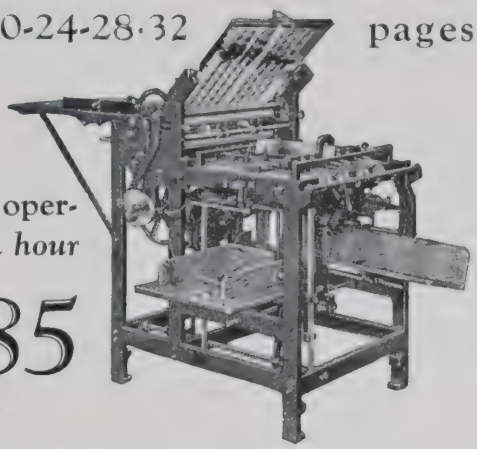
The *Country Publisher,* Winnipeg, Man., recommends the following: "As soon as the wear on type reaches a point where

The World's Greatest FOLDER VALUES

8 New Versatile 19 x 25

BAUM FOLDERS

4-6-8-12-16-18-20-24-28-32 pages in one operation



Model 190

3 folds (16 pages) one operation. *13,000 folds an hour*

ONLY $685

With motor. No extras

Model 290

4 folds (32 pages) one operation. *17,000 folds an hour*

ONLY $770

Complete. Motor included

The same SIMPLICITY and QUALITY CONSTRUCTION that made *BAUM FOLDERS* THE FASTEST-SELLING-FOLDERS-IN-AMERICA

Baum Pony Folder—2 Par. Folds, Max. 11″ x 17″
Baum High Duty Folder—3 folds, Max. 14″ x 19″
Baum Automatic Folder—3 folds, Max. 14″ x 19″
Baum 19″ x 25″ Folders—3, 4 or 5 sets folding rollers

RUSSELL ERNEST BAUM
615-45 CHESTNUT STREET : PHILADELPHIA

BRANCHES OR AUTHORIZED DEALERS IN ALL PRINCIPAL CITIES

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

Every time that jobber of yours Prints → 1 sheet

M-24 3

is Printing → for some more Progressive Printer

The two thirds You are losing is in here

How long can You stand that loss?

LOSS because some other printer near you is getting the increased production and increased profit.

M-24 is the up-to-date profitable means of producing commercial printing—4800 per hour.

M-24 users are money-makers. They are out of the rut. Write for illustrated catalog.

Lisenby Mfg. Company

608 So. Dearborn St. Dept. D, Chicago, Ill.

"NPJ" ROUND TABLE
(CONTINUED)

the pressman has to unlock the form and change letters, that font is costing more than a new font to replace it. And, when a pressman has to take time to spot up letters or underlay a line because the type is old, the firm is losing money every day that font remains out of the hell-box. Suppose you can save twenty-five per cent of make-ready time by having new type, how long will it take to pay for the new type?

"Poor lock-up, corrections on press, forms that work off their feet, and forms that are springy from bad furniture are big causes of loss. The majority of these are preventable with care, and the proper place for correcting them is in the composing-room before the forms are sent to the press-room. Here it takes only the work of one compositor to make them, while after the form is on the press it takes the same compositor longer to do the work and holds a press while he does it.

"More time is lost in the average composing-room through compositors being compelled to travel from rack to rack than for almost any other reason. This can be remedied by carefully selecting the copy and giving it to the man nearest the cases this will be required in setting it, or by re-arranging the office so that the cases are nearer the centre of action."

REBIULDINGS, NEW HOMES, ADDITIONS

Barstow (Cal.) Printer—Building home.
Hawthorne (Cal.) American—Building home.
Lodi (Cal.) Sentinel—Building addition.
Columbus (Ind.) Republican—Completed new home.
Iola (Kans.) Daily Register—To build.
Detroit (Mich.) Free Press—In new home
Eveleth (Minn.) Clarion—In new home.
Gulfport (Miss.) Daily Herald—Building home.
Scobey (Mont.) Sentinel—In new home.
Winnett (Mont.) Times—In new home.
Hornell (N. Y.) Tribune-Times—In new home.
LeRoy (N. Y.) Gazette-News—In new building.
Watkins (N. Y.) Express—In new home.
Columbus (O.) Republican—In new home.
San Angelo (Tex.) Standard—In new building.
Rocky Mountain (Utah) Bank Note—In new building.

"LATE CARD"—AN AD AND SOMETHING MORE

The holiday postman brought much delightful mail for the editor, and it is all appreciated—and far more. One letter contained a card headed up, "We're Never Late," from Edwin H. Stuart, Inc., Typographic Service, Pittsburgh, Pa. One side tells of the prompt service of this house, and the other contains the following:

LATE CARD

Check proper excuse below and hand to boss. This card should help you avoid duplication of excuses.

I was late because:

- ☐ Jam at Point Bridge
- ☐ Jam at Smithfield St. Bridge
- ☐ Trolley flew off the wire
- ☐ Rotten egg in the kettle
- ☐ Cold—starter wouldn't work
- ☐ The traffic cop got me
- ☐ Baby had a tooth ache—walked the floor all night.
- ☐ Wife's mother is visiting us had to sleep on the davenport
- ☐ Street car service is horrible
- ☐ Two automobiles crashed
- ☐ Danced until two A. M.
- ☐ Penny ante with the boys
- ☐ Alarm clock is on the bum
- ☐ You see I'm newly married
- ☐ It was some party

LOST TIME IN SHOP; MANY CAUSES

Does your plant run to a greater percentage of productive time than 75 per cent? A writer in the Empeco Paper News, Minneapolis, sets down the following:

"Few printing plants are able to run to a greater percentage of productive time than 75 per cent. Below are listed a few of the causes. There are many others. It will pay to look over your plant and see how many of these little thieves have been gnawing away at your profits:

"Injudicious selection of a popular letter that is short because of too much use.

"Changing bad letters caused by extra wear on short fonts of type.

"Making corrections on press that should have been made on stone.

"Delay in getting rollers in condition and changing rollers on hot days.

"Hunting for sorts because a certain letter is specified.

Defective instructions on job tickets.

Trouble through folding sheets wrong way of grain.

The BOSTON Wire Stitcher No. 7

The Boston Wire Stitcher No. 7

The No. 7 BOSTON stitches a *full seven-eighths inch* with 20x24 flat wire. It is also excellent for smaller work, using No. 28 to No. 24 round wire and operates at a maximum speed of 125 stitches per minute.

A Heavy Duty Machine,
rigid and *unyielding* under the most severe stitching strains

Other features are flat and saddle table, a double system of wire straightening, four surface interchangeable cutters, reversible driver, 12 inch driving pulley, motor equipment (extra) or overhead belt drive.

The No. 7 BOSTON and all regular sizes carried in stock by our Selling Houses

American Type Founders Company

GENERAL SELLING AGENT

Sold also by Barnhart Brothers & Spindler, and in Mexico and South America by National Paper and Type Company

SET IN GARAMOND BOLD AND GARAMOND BOLD ITALIC BROCHURE BORDERS ADVERTISING BRACKETS

Colored and Black

INKS

for Every Purpose

FAMOUS

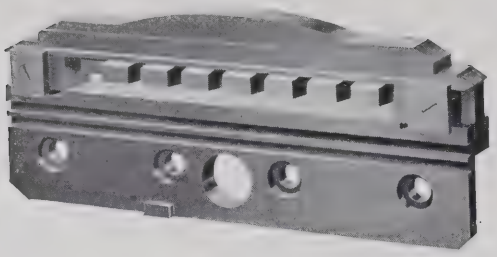
GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS
MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN
KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE



Utilize Your Non-Productive Time
By Installing
Stevenson Furniture Molds

They will cast unlimited space and basing material for your composing room without any extra cost for labor, power and gas.

At No Additional Cost to You

Write for our special offer

"NPJ" CONVENIENT PRACTICAL

More Actual Experiences
Less Spouting Theory
(Per Square or Column Inch,
13 or 20 Picas—Any Size,
Any Number of Pages,
Colors or Fangdangles)

Than Any Publication
Or, Kind of Publication

That's the Aim of
NATIONAL
PRINTER-JOURNALIST
And, We Hit the Bulls-Eye

"NPJ" ROUND TABLE
(CONTINUED)

"Picking sorts from live jobs and returning them.
"Delay in getting started on cold mornings.
"Waiting for cuts, stock, ink, or O. K."

SATURDAY HALF-HOLIDAYS, EVENING DAILIES

In a survey by the Pennsylvania Newspaper Publishers' Association, 24 afternoon dailies reported not giving Saturday half-holidays, 16 reported giving them wholly or in part. Most of the latter give them all the year around.

THE AD-SETTER

By James Edward Hungerford

HE'S one of the lads, who "sets" the Ads,
Folks read in the daily news;
The big Ad "spreads", with the flaring heads,
That hundreds of folks peruse;
They call him "Bill", in the ol' "Type-Mill"—
He works on the daily "Gazette";
A small-town sheet, but it can't be *beat* —
As good as the BEST, you bet!

In his back-room "den", in the world o' men —
An' yet in a world *apart;*
"Bill" plans an' dreams, an' he thinks an' schemes,
Each Ad's design, is a pattern fine,
Artistically set, an' "dressed",
An' he gets the *feel,* of a joy that's *real* —
In doin' his level BEST!

An' each type face, has its *proper* place;
Each "layout" must "balance" right;
If it's out of "gear", then ol' Bill's that "queer" —
He'll work for half the night!
He puts his *soul,* in the finished whole,
An' when it is done, an' set,
I am here to say, that the job's O. K.! —
As good as the BEST, you bet!

He don't win *fame,* in his humble game,
Like the artist fellows do;
He works alone, an' his name's unknown —
Except to a chosen few;
But hundreds *read* what he "sets" — an' *heed*
The Ads that he does each day,
An' *sales* are made, an' his Ads draw TRADE —
In DOLLARS AN' CENTS they pay!

(All rights reserved)

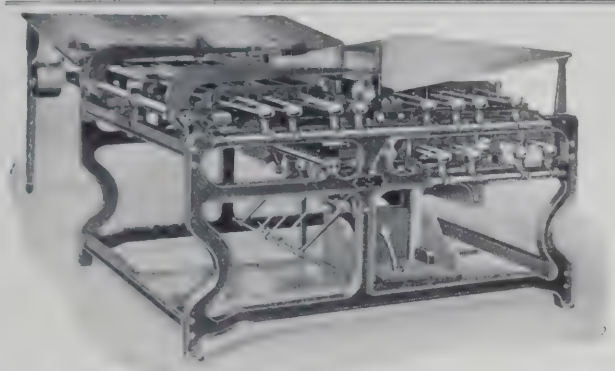
SAVE YOUR SHAVINGS, IS COUNSEL

A writer in the *Bulletin* of the International Association of Printing House Craftsmen: "Trimmings from the mitering machine accumulate in a short time and by having several cigar boxes without tops and keeping them in some place that is very handy to the machine, as each man cuts a different class of metal, such as brass, lead, linotype, etc., let him dump the cup that collects the trimmings into the proper box. The boxes should, of course, be labeled. When selling your old metals, the trimmings can then be easily placed in their proper classes and a cash return received. No loss of time is involved. If the trimmings are mixed together they are not saleable, but if separated they are saleable."

FRANK A. MUNSEY, who passed away December 22, 1925, owned but two newspapers, the New York *Sun,* and *Evening Telegram and Mail.* The eighteen newspapers he bought during the last decade in Boston, Washington, Philadelphia and Baltimore, were sold, combined or discontinued. He also owned many magazines from time to time. A bachelor at 71, he died rich, after failing a number of times. No doubt his activities inspired much of the movement for "fewer newspapers, on a business basis." His fortune goes largely to the Metropolitan Museum of New York City.

MENTGES

Newspaper and Periodical Folding Machine



Is the Ideal Unit for Country Newspapers

It is especially designed to meet every possible requirement of the average small country newspaper.

Built to Last a Life Time

Used by Hundreds of Small Newspaper Plants

The greatest care is exercised in the construction of the Mentges No. 2 Newspaper and Periodical Folding Machine. Our users emphatically insist that it is the best folder available today.

Convince Yourself — Machine Sent on 30 Days' Trial

THE MENTGES FOLDER COMPANY . . . . . Sidney, Ohio

"BUILDERS OF PROFITABLE FOLDING MACHINERY"

For safety, speed and economical operation use

The Boss of the Press

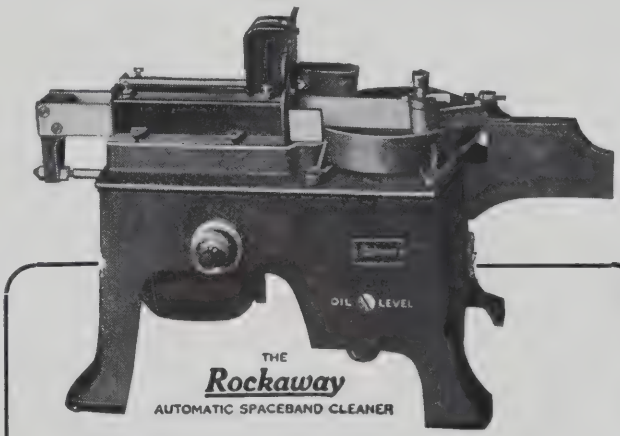
Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE — CLINE ELECTRIC MFG. CO. CHICAGO — SYSTEM



ROCKAWAY

Automatic Space Band Cleaner

Cleans and assembles thirty space bands in approximately one minute under uniform pressure, applying graphite in just the right quantity.

Machine Sent on Ten Days' Trial

If not found satisfactory you can return it at our expense. Write for the ROCKAWAY Space Band Cleaner today.

The Rockaway Co.

3508 Grand Avenue Milwaukee, Wisconsin

Wilke's METALS
THE HIGHEST STANDARD

Your Machines Are No Better Than the Metal You Use

THE function of your slug-casting and type-casting machines is to turn out the type forms from which you must print. No matter how well equipped your plant may be the quality of your metal supply determines the printing quality of your machine product.

Good metal is required to cast slugs and type with solid bodies and clear, sharp faces. Use "Wilke's" Type Metals for uniformly good results.

For the Linotype, Intertype, Ludlow, Monotype and Thompson machines, and for Stereotyping.

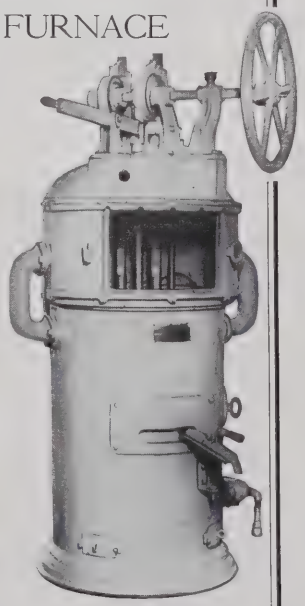
METALS REFINING COMPANY
HAMMOND, INDIANA
Warehouses in All Principal Cities

STOP YOUR METAL LEAKS

by installing a

Monarch Monometer

RE-MELTING FURNACE



THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas — eliminates harmful fumes—retains tin— and reduces dross to a minimum.

The Monometer Will Earn Money for You

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

"NPJ" ROUND TABLE
(CONTINUED)

MARRIED IN UNCLE SAM'S BIG PRINTING OFFICE

BENEATH a marble bust of Benjamin Franklin in the private office of George H. Carter, Public Printer, the first wedding ever held in the Government Printing Office took place on Saturday, December 5, when Miss Ruth Ordway, proofreader of the Federal Printing Company, New York, and Earl H. Emmons, printer, poet and news editor of the *American Printer,* were joined in marriage.

Those present included Public Printer Carter, Mrs. Carter, Miss Mary A. Tate, assistant to the Public Printer; John Deviny, assistant director of the Bureau of Engraving and Printing; Mrs. Deviny, and Miss Ruth Steigman of New York.

Following the ceremony Public Printer Carter gave the wedding party an elaborate dinner in a private dining room adjoining the restaurant in the Printing Office.

ASSOCIATION PROGRESS

Association Dates

(Secretaries are Invited to Use this Department)

January (1926)

AMERICAN SOCIETY OF NEWSPAPER EDITORS, 15-16, Washington, D. C.
KANSAS PRESS ASSOCIATION, 23-24, Salina.
NORTHERN MINNESOTA EDITORIAL ASSOCIATION, 21-23 Sauk Center.
SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION, 15-16, Los Angeles.
NORTH DAKOTA PRESS ASSOCIATION, 22-23, Minot.
PENNSYLVANIA NEWSPAPER PUBLISHER'S ASSOCIATION, 19, Harrisburg, Pa.

February

MICHIGAN PRESS ASSOCIATION, 4-6, Lansing.
NEBRASKA PRESS ASSOCIATION, 18-20, Hastings.
BRITISH INDUSTRIES FAIR, 15-26, London and Birmingham.
SOUTH DAKOTA PRESS ASSOCIATION, 11-13, Sioux Falls.
INLAND DAILY PRESS ASSOCIATION, 16-17, Sherman Hotel, Chicago.
WISCONSIN PRESS ASSOCIATION, 11-13, Milwaukee.
NEW YORK PRESS ASSOCIATION, 11-13, Syracuse.
INDIANA WEEKLY PRESS ASSOCIATION, 19-20, Indianapolis.

March

FOURTEENTH ANNUAL NEWSPAPER INSTITUTE OF THE WASHINGTON PRESS ASSOCIATION, 4-6 University of Washington, Seattle.
FLORIDA STATE PRESS ASSOCIATION, (date not given) Alamonte Springs, Fla.

April

FIRST PAN-AMERICAN CONGRESS OF JOURNALISTS 7-13, Washington, D. C.

May

UNIVERSITY OF MISSOURI JOURNALISM WEEK, 9-15, School of Journalism, University of Missouri, Columbia.

July

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 26-31, Philadelphia, Pa.

August

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 25-30, St. Paul, Minn.

October

WORLD'S PRESS CONGRESS, (date not given) Geneva, Switzerland.

September (1927)

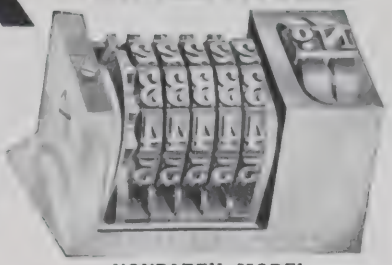
GRAPHIC ARTS EXPOSITION, Sept. 19-Oct. 1, New York City.

Boston Model **WETTER** NUMBERING MACHINES

Will Stand Up to the Most Exacting Conditions

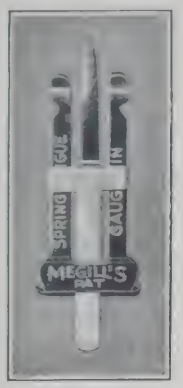
Boston Model, 5-Wheel . . $16.00
Boston Model, 6-Wheel . . $18.00
Nonpareil Model, 5-Wheel, $11.00
Nonpareil Model, 6-Wheel, $14.00

Sold by all dealers



NONPAREIL MODEL

Wetter Numbering Machine Co. Atlantic Ave. and Logan St. Brooklyn, N.Y., U.S.A.



$1.80 doz.

MEGILL'S GAUGE PINS

for Job Presses

Always uniform and dependable.

We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870
761 N. Atlantic Ave., Brooklyn, N. Y.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

ALMOST NEW MACHINERY

The following machines were purchased new in 1924 and have not been used enough to hurt them any. They have not been broken and are good as new. Low prices for immediate sale:

Babcock Optimus Press, No. 43, bed 28 x 41 inches, serial No. 8034, with motor for 220 volt direct current.

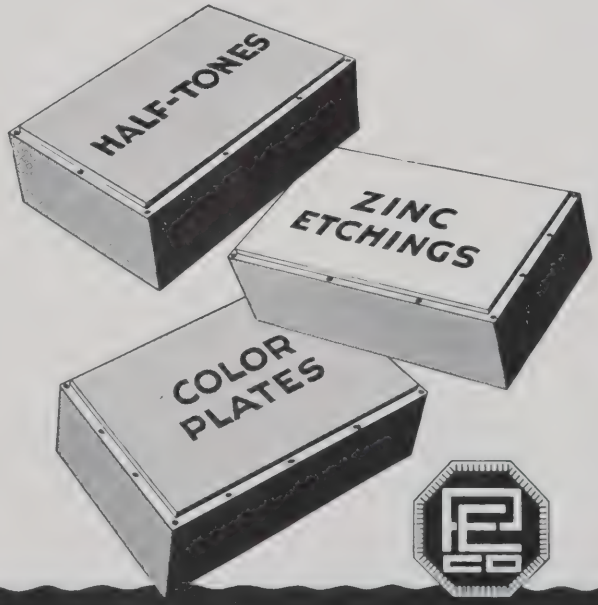
Cleveland folder, model B, taking sheets from 3 x 7 to 26 x 58, with motor.

Diamond power paper cutter, 34 inch, with motor.

No. 20 Vandercook proof press, roller series, 10 x 24 bed, serial No. 1807.

Above machinery may be seen in New York City, until sold. Details and bottom prices on request.

BAKER SALES COMPANY
200 Fifth Ave., New York City



PREMIER ENGRAVING CO.
Designers & Illustrators
Photo Engravers
PHONE GRAND 1231 -- 814 WINNEBAGO ST.

MAKE 1926
Your Banner Year
Start Right With a P. C. C. S. Campaign

Have you the circulation coverage necessary to command the rates set by the N. E. A.?

If not it will mean dollars and cents to you to inquire about our plan for increasing your coverage and your bank balance.

$241,202.00 in Cash

45,101 New Subscriptions

Represents the business secured by this organization in our last 30 campaigns—

YOU can get in on these results.

We can offer service for January.

"21 years doing one thing well"

PACIFIC COAST CIRCULATION SERVICE

Bell Block **Cincinnati, Ohio.**

Don't "Try" Another Feeder When You Know

The Margach

Will Make Good

MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince You

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

"NPJ" ROUND TABLE
(CONTINUED)

Association Elections

MISSOURI PRESS ASSOCIATION—President, E. H. Winter, Warrenton Banner; vice-president, George S. Johns, St. Louis Post-Dispatch; secretary, Miss Pearl Winters, Monett Times; treasurer, Mrs. Frances J. O'Meara Martinsburg Monitor. Directors: Eugene B. Roach, Carthage Democrat; E. E. Swain, Kirksville Express.

NEW YORK STATE ASSOCIATION OF CIRCULATION MANAGERS—President, Charles E. Blewer, Binghampton Press; first vice-president, R. D M. Decker, Rochester Democrat-Chronicle; second vice-president, George Erb, Jr., Buffalo Evening News; secretary-treasurer, A. W. Cockerill, Utica Press.

SIGMA DELTA CHI—Honorary President, William Allen White, Emporia (Kan.) Gazette; president, Donald H. Clark, St. Louis (Mo.) Mid-Continent Banker; national honorary member, Joseph Pulitzer, Jr., St. Louis (Mo.) Post-Dispatch; first national vice-president, James A. Stuart, Indianapolis Star; second vice-president, Lawrence R. Murphy, Department of Journalism, University of Illinois; secretary, Roy L. French, Department of Journalism, University of North Dakota; treasurer, Mortimer Goodwin, Chicago; alumni secretary, Robert B. Tarr, Detroit.

AMERICAN ASSOCIATION OF HIGH SCHOOL TEACHERS OF JOURNALISM—President, George Montgomery, Kansas City, Mo.; secretary, Rowena Harvey, Fort Wayne, Ind.; treasurer, John C. Mulligan, Minneapolis, Minn.

INDIANA WEEKLY PRESS ASSOCIATION—President, John Ben Stotts, Odon Journal; vice-president, G. G. Campbell, Brownsburg Record; secretary, R. A. Brodhecker, Brownstown Banner; treasurer, Lou Thatcher, Greenwood News; publicity director, E. D. Cissell, Thorntown Times.

ASSOCIATED DAILIES OF FLORIDA—President, Major Lew B. Brown, St. Petersburg Indepenndent; vice-president, Clayton C. Codrington, DeLand News; secretary-treasurer, Frank P. Beddow, Jacksonville Journal. Directors: W. A. Elliott, Times-Union; D. H. Conkling, Palm Beach Post; Ross Reeder, Miami Daily News; Herbert Felkel, St. Augustine Record; Harry Brown, Lakeland Star-Telegram; Charles G. Mullen, Tampa Times; William Glenn, Orlando Sentinel; T. E. Fitzgerald, Daytona News; George E. Hosmer, Fort Myers Press.

AGAINST FREE ENTERTAINMENTS

A recent bulletin of the Pennsylvania Newspaper Publishers' Association says: "Southern California Editorial Association newspapers some time ago adopted a resolution that the newspapers of that association would not accept favors or offers of free trips or entertainment for editors of the association without the sanction of the officers. Many an extravagant entertainment plan has been pulled off in that state, where great private and corporate interests were concerned more in getting newspaper publicity than in exhibiting friendliness to the newspapers or their editors. Excursions, sporting events, boom projects and resorts were making it quite the thing to enlist the newspapers favorably by invitations to ride, to eat and play at no expense to the editors. Hereafter, through their association manager, the publishers will arrange to pull off their own excursions and pleasure events and be under no obligation to any interest. Every association should make a similar decision. While there are comparatively few publishers today who are weak enough to sell out to anyone offering them a good time, yet, resolutions of this kind are an assurance that they do not represent the great majority."

BEN FRANKLIN WAS AN ORGANIZER

It is not generally known that Benjamin Franklin had a hand in printer's organizations. But he did. Thomas' History of Printing, says: "In 1788, about two years before his death, a number of printers and booksellers met together in Philadelphia to form some regulations for the benefits of the trade. After the first meeting I conversed with Dr. Franklin on the subject of our convention. He approved the measure proposed and requested that the next meeting might be at his house as he was unable himself to go abroad. The meeting was accordingly holden there; and although he was much afflicted with pain, he voluntarily took minutes of the proceedings and appeared to be interested in them."

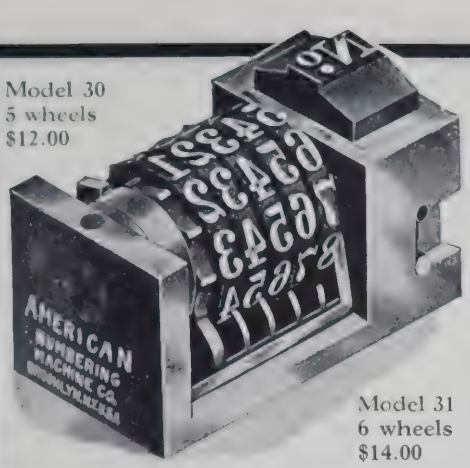
SCHOOL OF ENGRAVING AT ITHACA

The work of the Empire State School of Printing in the shadows of Cornell University, Ithaca, N. Y., is widely known. Last month the Empire State School of Engraving was opened there. Hugh A. O'Donnell, assistant business manager of the New York (N. Y.) *Times*, is chairman of the committee in charge. Director Ross W. Kellogg will handle the work. Other members of the committee are: H. M. Roberts, New York *American;* J. W. Barnhart, New York *Daily News;* L. E. Owens, New York *World;* Victor Ridder, New York *Staats-Zeitung,* and Edwin G. Martin, Brooklyn *Eagle.*

ELECTED TO SIGMA CHELTA CHI

The University of Wisconsin Press issued the following under date of Dec. 13: "President Glenn Frank and four Wis-

Model 30
5 wheels
$12.00



Model 31
6 wheels
$14.00

1200% Per Year

For Printers Investing $24 in Two 5-Wheel Typographic

American Numbering Machines

The demand for numbered jobs increases daily—Number while you print
Save the entire cost of numbering

A few fair size jobs totaling 50,000 numbers per month earn $25
12 months $300.00

Per 1200% Year

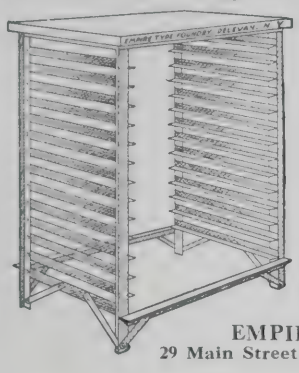
A profit that no printer, large or small, can afford to overlook.

In stock and for sale by all branches of American Type Founders Co. and printing machine dealers.

AMERICAN NUMBERING MACHINE COMPANY
SHEPHERD AND ATLANTIC AVES., BROOKLYN, N. Y.
Branches: 123 West Madison Street, Chicago, Ill. Blackfriars House, New Bridge St., London, Eng.

Specify AMERICAN when ordering

All-Iron Composing Stand *and* Top



Stand is 38 in. high, 36 in. wide, 20 in. deep. Holds 14 full-size lip front cases. Dark green baked enamel finish, hot riveted joints.

Polished Steel Imposing Surface 24 x 38 in. A joy to work on and will last a lifetime.

Price of Stand $18; Top $18; or both at one time, cash with the order $35

Compare this price with our competitors' and do your own thinking. Money refund guarantee, you being the judge.

EMPIRE TYPE FOUNDRY,
29 Main Street, Delevan, N. Y.

Yes sir! We know how to take care of that after-Christmas classified slump. Ask us!

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Packard Building **Philadelphia**

Eliminate Waste

in Your

Composing Room

The MONOMELT System—

Produces better type faces.
Produces more solid slugs.
Eliminates metal furnace.
50% less labor operations.
75% less metal drossage.
10% more production.

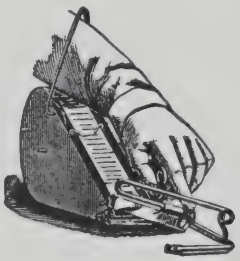
SAVES TIME, LABOR, MONEY

MONOMELT
SLUG FEEDER

It Cleans as It Melts

Printers' Manufacturing Co.
1106-17 Transportation Bldg. **Chicago, Ill.**

Write us for Comments by Hundreds of Enthusiastic Users.

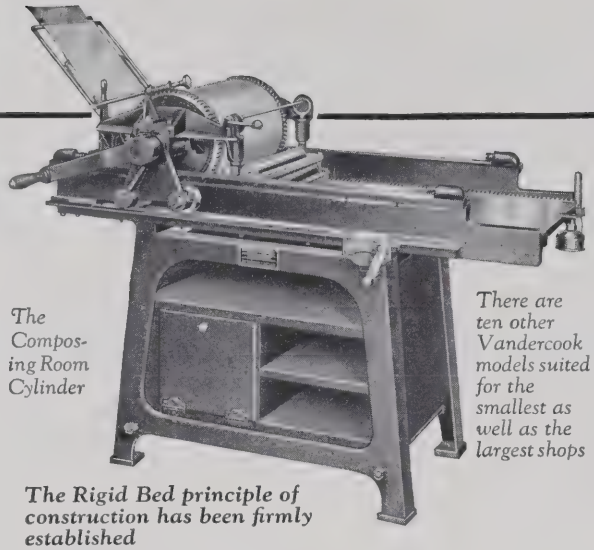


THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. **BUFFALO, N. Y.**



The Composing Room Cylinder

There are ten other Vandercook models suited for the smallest as well as the largest shops

The Rigid Bed principle of construction has been firmly established

BY PROOF

The quality of *work* is proven in a minute.

The durability of the *machines* is proven by over ten years of the most exacting work in the busiest printing plants in the world.

The speed of production and ease of operation of the rigid bed machines is proven by what practiced operators are now doing —no matter how skilful the operator of a movable bed machine may be he can not equal what is done in composing rooms with the rigid bed machines.

WRITE FOR FULL INFORMATION

Vandercook & Sons *Originators of the Modern Proof Press*

1716-22 W. Austin Ave., Chicago, Ill.

SPARTAN
TYPE METALS

THE PRINTING WORLD RECOGNIZES THE SUPERIORITY OF

SPARTAN

AND WE RECOGNIZE OUR RESPONSIBILITY

For

Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.

PHILADELPHIA

Since 1866

"NPJ" ROUND TABLE
(CONTINUED)

consin editors were initiated as associates into *Sigma Delta Chi,* professional journalistic fraternity, at the University of Wisconsin today. The editors are: John L. Meyer, Milwaukee, NATIONAL PRINTER-JOURNALIST; A. M. Brayton, Madison *State Journal;* William T. Evjue, Madison *Capital Times,* and W. H. Bridgman, Stanley *Republican,* former president of the Wisconsin Press Association. President Frank was formerly of the *Century Magazine.* The Wisconsin chapter will be hosts to the national convention next November."

NEW NATIONAL PRESS BODY

Organization of the National Collegiate Press Congress has been announced following a meeting at Madison, Wisconsin. The first convention will be held at the University of Illinois, next fall.

GERALD ANDREWS GOES TO NEW YORK

Gerald Andrews, for two years executive secretary of the Racine-Kenosha (Wis.) Typothetae, has resigned to accept the secretary-managership of the famous Capital District Typothetae at Albany, N. Y. Earl E. Burdick of Racine, succeeds him. Mr. Andrews formerly was engaged in cost accounting work with the Winnepeg (Man.) Typothetae. Ted Seidman, who helped make the Capitalites nationally known, resigned some months ago.

CRAFTSMEN TO HAVE BIG DOINGS

The 1926 convention of the International Association of Printing House Craftsmen will be held in Philadelphia, which is havings its sesqui-centennial celebration during the year. Clyde B. Cobaugh has been appointed publicity man for the Craftsmen. The dates are July 26-28, at the Ben Franklin Hotel.

NEW SECRETARY FOR PRESS CONGRESS

Dr. Walter Williams, dean of the Missouri School of Journalism, and president of the Press Congress of the World, announces the appointment of Omar D. Gray, Sturgeon (Mo.) *Leader,* as field secretary, succeeding Clayton Rand of Gulfport, Miss. Mr. Gray has been president of the Missouri Press Association.

BOOKS & PUBLICATIONS

DISPLAY COMPOSITION, Unit III, Group 3

The United Typothetae of America, Department of Education has continued the series of Standard Apprenticeship Lessons with the foregoing numbers, three pamphlets. These cover "Using Sketches and Layouts", "Preliminary Sketches," "Marking Up Copy", and "Making and Working to a Layout." Every composing room in the country would like to see these lessons broadcast, no doubt. They are very plainly put, and cover essential points of great value to those buying and producing printed matter.—J. L. M.

SPACE BUYERS' GUIDE, 1925; Editor & Publisher

This annual covers trade markets in this Country and Canada to the extent of 1257 cities and towns where dailies are published. It is intended for the use of national advertisers and distributors of commodities, and answers practically any and all general questions about a market which the advertiser may find necessary in getting a basic picture for the purposes of working out campaigns or solving distribution problems. The work represents, no doubt, an immense lot of work, and is an undertaking well carried through.—J. L. M.

WHO'S WHO IN JOURNALISM

Journalism Publishing Co., 246 Fifth Ave., New York City; cloth, $3; editors: S. Gershanek and M. N. Ask.—The first national biographical directory of the field of journalism, and the fruit of a tremendous task, as every newspaper man will understand without going into details. No effort or expense was spared to make this directory complete and comprehensive. Every name listed includes birthplace and date, education, present position, previous services, memberships in organizations, and home and business address. The volume amply covers the expectations aroused in the preliminary announcements. Many hundreds of those in the profession will, no doubt, learn to appreciate the value of this work more and more. Many have sought just such a reference work for a long time. — J. L. M.

REQUIRES NO HEATING!

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping or Mounting

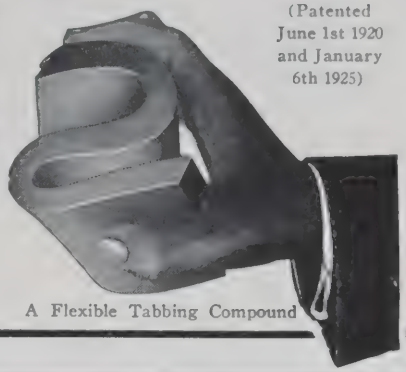
SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.



(Patented June 1st 1920 and January 6th 1925)

A Flexible Tabbing Compound

The Potter is more than a Proof Press

Potter Proof Presses are preferred by many publishers for the excellent advance proofs they will make for the use of advertisers.

Sheet grippers and guides permit of a quick positioning of a form as to sheet margins. Small-run jobs are often so printed with the utmost economy.

There are three sizes of Potter Presses: 12 x 25-in.; 17 x 25-in.; and 25 x 25-in. All are supplied with or without mechanical inker.

HACKER MANUFACTURING CO.

320 S. Honore St. Chicago, Illinois

"HUBER" means "GOOD INKS"

J. M. HUBER, Inc.

130 West 42nd St., New York

Branch offices and foreign agencies in the principal cities in the United States and foreign countries.

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1925.

AMERICAN EMBOSSING CO.

192-96 Seneca Street BUFFALO, N. Y.

New Price List No. 28

Ready by the time your request reaches us. Page after page of straight-from-the-shoulder envelope information, describing and pricing the twenty-million envelope stock that Western States holds ready for *immediate shipment.* These facts and figures should be your daily desk companion—so ask for this free book today.

Scores of new items have been added, bringing our standardized styles up to nearly 700. Notable among them are the new large sizes in Baronial shape open-side catalog envelopes—6 x 8½, 6 x 9, 6½ x 9½, 7½ x 10½—in our famous white "Elk" stock. Think of finding such items as that in regular stock!

Send for this new List No. 28 today

The Western States Envelope Co.

South Water *from* Clinton *to* Ferry Sts. Milwaukee Wisconsin

BOOST YOUR PROFITS

WITH CUT-OUTS — STEEL RULE DIES

MULTIFORM CREATIONS

NO EXTRA EQUIPMENT NEEDED TO MAKE

If you have never done any die-cutting ask

J. A. Richards Co. Pioneer Makers Steel Rule Dies Multiform Outfits **Kalamazoo**

Want More Job Printing?

Our inexpensive service will increase your business.

Write for samples and particulars.

Publishers' Service Associates

Park Building **Cleveland, Ohio**

Robert Ruxton
Herbert N. Casson
Charles Austin Bates

are three outstanding, practical and eminently successful specialists in creating and selling advertising-printing. Direct consultation with any of these men would cost you at least $1000. You can get practical business messages from them in every issue of

Printed Salesmanship

(*Incorporated with The Printing Art*)

the one big fine magazine that supplies a need catered to by no other publication. Each issue weighs over one pound, is 9¼ x 12¼ inches and contains over 100 beautifully printed pages by The University Press, with many illustrations of good, bad and indifferent advertising. No one who buys or sells printing-advertising can afford to be without it.

The subscription price is $4 a year. It costs us more and is worth much more to you. But we will send you a 3-month trial subscription for $1. We want you to see it, and so confident are we that you will like it, that we make you the following offer: Send us a dollar, read the three numbers that will come to you. If they do not prove themselves worth more to you than the money invested, tell us so, and your dollar will be promptly refunded, without question. That's fair, isn't it? Send today. Address

Printed Salesmanship

CAMBRIDGE, MASSACHUSETTS

"*NPJ*" ROUND TABLE
(CONTINUED)

PRAYERS FOR NEWSPAPER MEN URGED BY A PROFESSOR

REGRETTING that in church prayers there was no petition for the guidance of journalists, that they might give to the country the wholesome influence of a clean press, Dr. A. H. Moore, president of King's University, Halifax, N. S., the oldest English-speaking university in the British Empire outside of Great Britain, speaking in St. John, made a reference to the power of the press in general and to the matter in which Canadian newspapers were exemplifying "sound principles of journalistic ethics."

He held that the ethical aspects of modern journalism could not be ignored by the church if she was to discharge her responsibilities. He emphasized the necessity of exercising restraint in recording crime and scandal.

The parent or guardian, Dr. Moore said, who allowed his sons or daughters to read indiscriminately of the current literature, was permitting them to wander at will in an atmosphere of moral malaria.

LETTERS FROM READERS

J. B. WALL, Farmville (Va.) Herald—"The appropriate way in which I can begin a letter to you would be to tell you what I think of your publication, the *NPJ*, and what I may write is written from the heart and there is no attempt at flattery. I await each issue of *NPJ* anxiously. I can sit down and read every word in it before stopping, because it interests me. I can find out what others are doing; I can learn some new tricks in the trade. I do not hesitate to say that points gleaned from reading your publication have added several hundred dollars to my net proceeds, besides the real live news of other publishers, and the inspiration gotten from their accomplishments."

S. H. ROBIE, Chelsea (Mass.) Evening Record—"I enjoy reading your publication and get good, practical ideas from it."

WILL O. GREENE, Fairport National Bank & Trust Co., Fairport, N. Y.—"Although we sold the *Monroe County Mail* nearly five years ago and have *descended* to the position of vice-president and trust officers of a bank and trust company, we read *NPJ* with great interest still. I considered it one of the best trade papers then, but can see many improvements now; it seems to me I appreciate more than ever the value of such a paper to the man who wishes to progress in his profession. I also realize that once a man is inoculated with the newspaper bug he never loses interest in the business."

F. O. FARRELL, Minneapolis, Minn.—"Says the Old Editor to the Young Editor, Best Wishes now, and till I'm dead : : I am 65 now and have been publisher of weeklies and weaklies, 11 years in charge of Indians, etc., and try to keep out of the publishing field, but every time I read *NPJ* I want very much to go in swimmin' again. It's a monthly temptation, but I can't ask you to stop."

THE EDITOR OF NPJ desires to extend his sincere thanks to those many who remembered him with holiday greetings; and wishes every reader a happy and prosperous New Year. Here's hoping that all of you enjoyed a fine Christmas.— *J. L. M.*

◈ ◈ ◈

THIS FROM A LARGE TRADE PAPER

The following was set in 12 point type in the center of a full page in a recent issue of the *Music Trade Review,* New York City:

This space was reserved
for the Q R S Music Co.
When we asked for copy,
they told us they were
too busy to get it up.

The page size of the *Music Trade Review* is 11 by 15 inches.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification for 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months $5.00
Daily Six Months $7.00
Weekly Twelve Months $5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.

Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—MACHINERY

FOR SALE: Used seven-column stereotype chases in good condition, $20.00 each. Address Superintendent, Grand Forks Herald, Grand Forks, North Dakota.

TYPE FOUNDERS

EMPIRE TYPE FOUNDRY, Delevan, N. Y., Manufacturers of Metal Type and Printer's Supplies. Ask for latest addenda, buy uninfluenced and save money. Not in any Trust.

Equip Your Press Room

with a

Cady Scale

This scale determines whether your paper is over or under weight.

All goods sent on ten days approval.
Write for life size circular now.

E. J. Cady & Co.
549 West Washington Boulevard, Chicago, Illinois

SELLING AGENTS FOR

New and Rebuilt Cylinder and Job Presses and Book Binding Machinery

DEALERS IN

Electric Welded Chases
Vandercook Proof Presses
Perforating Machines
Ortleb Ink Agitators
O. K. Paper Cutting Knives
Folding Machines
Punching Machines
Perfection Quoins
Wire Stitchers
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and other Press and Composing Room Equipment

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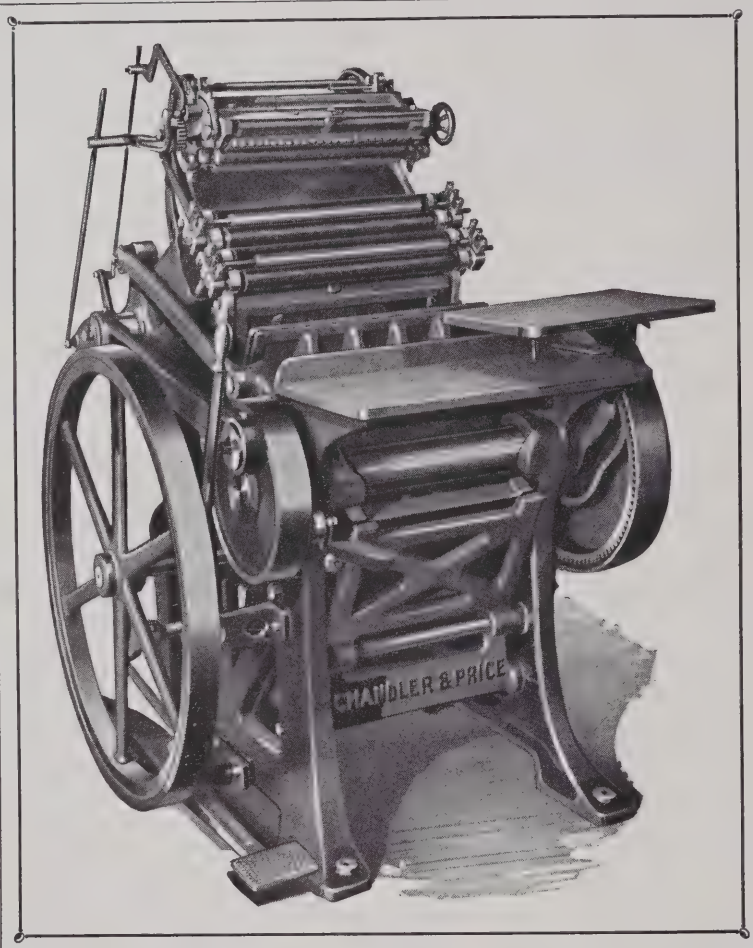

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NATIONAL PRINTER JOURNALIST

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Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

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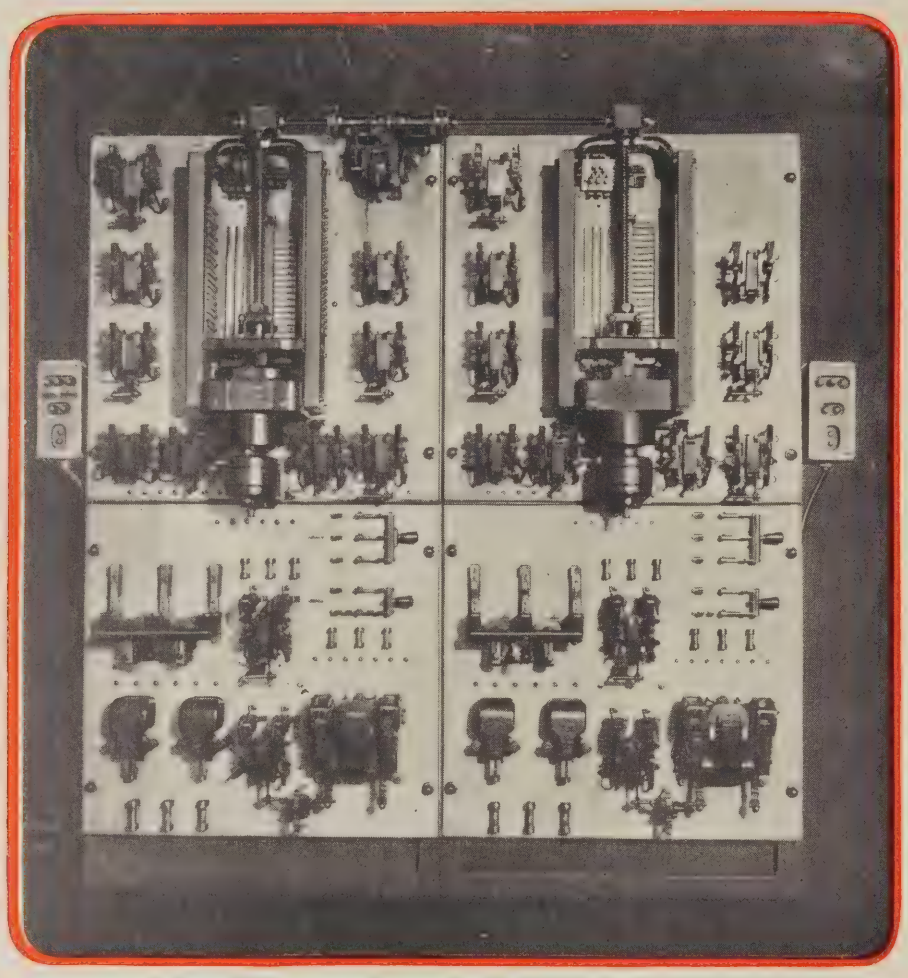
February, 1926
Number 2 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.



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NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., February 1926 | No. 2

TOO MUCH HIRING & FIRING "UPSTAIRS"

Every Other Department of Newspapers Twenty Years Ahead of the Editorial in This Vital Phase of Management

By GRANT M. HYDE

THE present system of hiring and firing in newspaper editorial staffs is a relic of the past. It is archaic, an out-grown hang-over of the early poverty-stricken beginnings of journalism. It is hard to see *why* a survey of the newspaper for the past half century shows development in every field, *except local news staff work*—development in advertising, circulation, business office operation, printing, presswork, illustration, world-wide news gathering and distribution, non-news features—*development in every department except local news.*

An honest appraisal of local staff work shows that it has been steadily declining in quality for ten or twenty years—so much that it is being crowded out of the newspaper by other things that improved in quality.

It is unreasonable to put these two things together—the decline in the local staff and the persistence of the archaic *laissez-faire* system of hiring and firing on the local staff?

I have heard advertising men speak with the greatest derision of the system of employment in the editorial rooms. I have heard them call editorial men "just plain fools, who are so much in love with their work that they will tolerate conditions of employment that have been sloughed off in almost every other occupation."

The business office of the average newspaper is 20 years ahead of its own editorial staff in personnel, organization, and efficiency.

EVERY expert declares that too rapid turn-over of labor is one of the greatest wastes in any industry—and, the more skilled the labor is, the greater is the economic waste. The training of employes, even to a modest amount of skill, is costly business—*too costly to be thrown away.*

Almost any newspaper editor knows about how long he must carry the average man on his payroll before he begins to earn his salary. But many a newspaper employer is revelling in this economic waste. He thinks that it is a necessary part of the game.

Meanwhile he finds himself, most of the time, doing business with inefficient employees, trying to get out a newspaper and to conduct a training school at the same time, wasting energy and money in hiring "bright-looking boys" and finding that nine out of ten of them aren't so bright as they look and must be let out after a month's effort has been wasted on them.

Meanwhile, to facilitate the riotous rapid turn-over *he clings to the old weekly pay envelop—the one great factor that makes the average newspaper man improvident*—and refuses to tie

GRANT M. HYDE
Professor of Journalism
University of Wisconsin

PROF. HYDE has served in executive editorial positions on some of the largest newspapers, east and west and north and south, and on a number of technical magazines. He presented this subject at the 1925 annual of the American Teachers of Journalism, and it is of exceptional interest to executives of newspapers everywhere. Not all will agree with him 100%, but his arguments give timely food for thought in the realm of newspaper management on a subject of vital and growing importance.—J. L. M.

* * *

NEWS ROOM EXECUTIVES & PUBLISHERS as WELL AS WORKERS HAVE SOMETHING to THINK ABOUT

himself up to (at least) a monthly salary payment that might give his employees financial stability.

It is all obvious to anyone who has been on a newspaper payroll—just as it is obvious why hundreds of the same men who served their time under the hiring-and-firing system are now delivering better work in magazine offices, publicity bureaus, schools of journalism —under a system of employment that is willing to look ahead a few months and guarantee them financial stability.

How Many Reporters and Editors Are in Wrong Places?

AFTER about 20 years of contact in and about the newspaper calling (for a journalism teacher never gets the printer's ink off his hands), I have come to the firm opinion that half the newspaper profession is in the wrong job. Perhaps I have drawn my conclusion by faulty generalization from exceptional examples, but I have seen so many men in the wrong jobs, although, perhaps, the right job was just two desks away—and I have heard so many old-timers berate the profession as ungrateful just because they began in the wrong place and stayed there—that I cannot avoid the obvious conclusion.

Many newspaper men will agree to the clever observation made by President Glenn Frank of the University of Wisconsin, formerly editor of *The Century,* after the ceremony which initiated him into the Wisconsin chapter of *Sigma Delta Chi.* He said, "I notice that you come into this fraternity just as most men go into journalism—blindfolded."

Is that not true? Most newspaper men get the first job blind-folded; afterward they stick to it or drift by chance. They are helpless to hunt for their right place because of lack of money, time, or facilities. Is it reasonable to expect *Fortune* to be so kind as to set many of them, blindfolded, in just exactly the right place?

SIGMA DELTA CHI, national professional fraternity of newspaper men, has organized a Personnel Bureau, of which Robert B. Tarr, 2929 Northwestern Avenue, Detroit, Mich., is director. No charge is made to employers. Undergraduates who have definitely decided to make newspaper work their life activity, and successful and prominent newspaper workers, are members of the fraternity. The organization but recently entered on the tasks of finding a good way to connect able newspaper men with suitable jobs and suitable jobs with able newspaper men.

STUDENTS : : AT OLDEST COPY DESK IN CHICAGO

THIS photograph (*Underwood & Underwood*) is interesting to printer: publishers in a number of ways : : The copy desk comes from the erstwhile Chicago *Inter-Ocean,* a daily of great prestige in its day : : It has been in use for more than 50 years : : The editors and reporters at work are students of the famous Medill School of Journalism, Northwestern University, Evanston, Ill. : : They "publish" the *Daily Medillian,* covering actual news events in newsy Chicago : : They go through all 'the work, grief and everything" of reporters, copy readers, feature writers, city editors, telegraph editors, etc., etc. : : But the "plant" never hears the whirr of Linotypes and the rumble of presses : : There are paste pots and shears, but no one ever rushes editions up to the editorial department : : The make-up is on a blackboard : : When the speculative *Medillian* has gone to press, the stories, headings, layouts and make-up are checked up by professors and by specialists of Chicago newspapers in each line.

Many Drift About, But There Are Reasons for "Floaters"

AND is it to be wondered that, after drifting blindly from one wrong place to another for some years, they jump eagerly to any trade journal, advertising, or publicity job that offers them a living wage, a years contract or some definite tenure or permanency, and above all a chance to look the job over and try to make good before being fired for a small mistake—a mistake probably due to unfamiliarity with the job?

While appreciating what this constant draining off of good journalists from newspaper offices is doing to the American newspaper, I cannot blame the individual at all. He discovers that a considerable proportion of any staff is made up of drifters, good men hunting the right place, and it is not surprising that the more settled-minded men give up in disgust and begin to hunt a right place in some other occupation.

Prof. Hyde Declares That This Condition Is Not Necessary

BUT the question is, "Must this condition persist? *Is it an essential element in the publishing of a newspaper?"*

The sanest answer is: *"No—there is nothing in or about the newspaper business that makes it necessary or desirable."* The whole problem is for the profession *as a whole* to get away from it, as many individual newspapers are now getting away from it.

Will employment systems or bureaus be the first step in the solution of this problem?

Do not think that I see Utopia suddenly descending upon us, nor that I mean to indict all newspaper employers. I am citing extremes. But I do feel that the present system is in many respects unsatisfactory.

To change the conditions the newspaper employer must give us his hand-to-mouth recruiting of the local staff. He will be forced to look ahead a few days or weeks, to anticipate his needs. He will be forced to give more attention to the proper selection of men for various desks. He must develop more courtesy in the answering of letters and handling of application correspondence, for many newspapers are notoriously lax in this regard. If he is to get repeated service from a good placement bureau, he will be forced to give every man a fair chance to find his proper place in the staff and to make good.

Any well-conducted plan, system or bureau intended for service of this kind would soon blacklist the newspapers that do not give a fair deal to the men placed by it. No bureau will work with the employer who wires frantically for a man on Monday, and then employs the first person who drifts in on Tuesday, so that the job is taken before he can be reached on Wednesday by the six or seven applicants furnished. No bureau will work with the editor who turns down a good applicant today, and then howls for a man two days later. No

WHY LET HIGH COST OF LABOR TURN-OVER IN EDITORIAL ROOMS "SLIDE"? is the QUESTION

. . .

bureau will work with a newspaper which asks for a sporting editor and, then when he arrives, changes plans and assigns the man to police.

Any of us who has tried to connect newspaper men with jobs knows that some of the high-pressure employers in charge of city staffs have many little failings of this sort. From our point of view, they do not play fair.

Views Teachers' Agency Plan
For a Possible Solution

IN arguing that there is need for and hope in a placement bureau for newspaper men, I might point out the parallel of the teachers' agency. I am told that 25 years ago the teachers' agency idea was more or less of a joke. Few school men had any confidence in the wild scheme of allowing a distant impersonal agency to select their teachers for them; they wanted to talk to them in person as the city editor now does. But now the teachers' agency has become the backbone of the school employment system.

The small town superintendent gives an agency the contract for taking care of his needs; the larger school employer turns the work over to the agency so entirely that he often does not bother with individual applications. Practically every teacher feels that the best way to find a better position is to enroll with a reliable agency; even colleges and universities are using the agencies to a large extent.

Of course, the teachers' agency had to develop reliability, good standing, efficiency, speed, and all that. But, it brought the solution to a very complicated employment problem. I am inclined to think also that it has done more than anything else to develop teaching into a profession and to improve the conditions of employment of the teacher.

It does not seem like a vain hope to expect a newspaper placement bureau to do a similar piece of work eventually.

We might wait for the development of commercial agencies, like the teachers' agencies, but the fact that so few efforts have been made in that direction seems to indicate that we shall have to wait a long time. The financing of such an agency is difficult so long as newspaper tenure is uncertain; it is much more feasible to assess a percentage of a teachers' yearly salary than to collect a return from a newspaper man, who may lose or quit the job two weeks after the agency has placed him. But it seems likely that commercial agencies may become successful after the idea has been established by some one else.

BEAUTIFUL FLOODLIGHT EFFECT WORKED OUT

NIGHT Photograph of San Francisco (Calif.) Chronicle Building for "NPJ". This Form of Advertising is Fast Becoming Popular Among Newspapers, Large and also Small, Which Have Recently Entered New Buildings. Usual Method is to Put Strong Reflector Lights on Neighboring Buildings, Directed from a Low Point to the Structure Which is to be Set Off in the Busier Night Hours

ANOTHER alternative is the proposed co-operation of schools of journalism, but that is not promising. I cannot help feeling that the placing of men will never be more than a sideline to the school of journalism and that the school will continue to do the job very badly, as it has in the past. Therefore, the schools should welcome any efficient bureau with the same eagerness with which they scan the "Help Wanted" columns, although they know that really good jobs do not get into these columns.

Co-operation by Newspapers;
Maybe It'll Work—Maybe Not

A THIRD alternative would be a co-operation among newspapers themselves. We have some feeble steps in that direction. But I do not see much hope in this until some influential organization of newspaper men develops. It is reasonable to expect that it might become one of the activities of the American Society of Newspaper Editors, but not immediately. I hope to see the development of organization among newspaper men — the last unorganized group of professional workers—but I expect that it will be slow in coming and will have many more pressing problems than placement to take its attention in its early stages.

Sigma Delta Chi, national professional journalistic fraternity, has organized a placement bureau. It has the advantage over the other alternatives in that it has already set up shop and is now doing business.

Must "Sell" Any Plan
To Workers and Employers

IT is likely that before any particular placement bureau can succeed, it is necessary first "to sell the idea." A beginning must be made somewhere, and *Sigma Delta Chi* has made a good beginning under the best possible auspices. There seems to be no other agency likely to make as good a beginning in the near future

An Eye-Opener in Specialization
Found in a Place Called a Small Town : :

FOUR WEEKLIES; 24-Caret JOBS

One Day the Lieutenant-Governor of a Great State Talked to the Governor, Both Publishers, and Hit on a Way to Use City Methods in the Country

By JOHN L. MEYER

BACK in 1918 and 1919, while Clarence J. Brown was Lieutenant-Governor of Ohio, and at the time when James M. Cox was Governor —although of opposite politics—they were good friends and had many talks. Knowing what Gov. Cox was doing in the daily field, and having talked business matters over with him, Mr. Brown conceived the idea that the same thing could be done in the weekly newspaper field; *i. e.,* to build up of a string of newspapers—*weeklies,* in this instance.

As the result, in January 1920, The Brown Publishing Company was incorporated and took over the Blanchester (O.) *Star-Republican,* (Mr. Brown's home town). Since that time three other newspapers have been added to the string—The Lynchburg (O.) *News,* The Milford (O.) *Record,* and The Lebanon (O.) *Western Star,* and the business has grown very rapidly.

A PART of the plan was to make Blanchester the central headquarters of the string and to install a job printing plant in connection with the Blanchester paper which would take care of the larger work from the other towns. Equipment was gradually added, and of a class that might not be a paying proposition with *one* weekly newspaper, and yet would be readily supported by four. In 1923 it was necessary to obtain larger quarters for the Blanchester plant. A building 45 by 125 was constructed and the lower floor and basement occupied and opened to the public in February 1924.

"At the present time we have just completed work on the final finishing up of the second floor for the composing room, proof room, cut room, superintendent's office, etc.," said Mr. Brown. "The downstairs is used as a press room and bindery, while the basement is used for heating, metal melting, stereotyping and storage."

It is the boast of this company that it has never lost an account except by death or stoppage of the customer doing business.

WE found that several classes of work handled could not be handled to the best advantage," continued Mr. Brown.

CLARENCE J. BROWN
of the Brown Publishing Co. and Blanchester (O.) Star Republican With Three Associated Weeklies

"I mean by that, that it either had to be high class work in the entirety, or low class. We chose the high class work.

"We felt that to obtain business it was necessary to fight for it and have gone out after our orders in the larger cities. To show the scope of our field, I might say that we now have work in our plant from as far east as New York City and as far west as Detroit and Kalamazoo, Mich.

"We have found that our overhead in a small town (Blanchester is 2,000) is much lower than for the same size plant in a city. Also that we can obtain and hold good printers at lower rates in proportion to results — not the young fellows who want to have a big time every night, but the steady chaps who have families and who are looking at the amount of money they have left at the end of each week. However, we are paying a scale about the same as in Cincinnati. Several of our men are stockholders in the company."

WHILE the Brown Company handles various kinds of job work from the different towns in which it has newspapers, its outside business is almost entirely book, catalog and magazine work. In the first year in business, it edged into the color, and the high school annuals fields. Finding this to its liking, the company has increased that branch of work until each spring finds the plant open night and day on "annual" work. A regular amount of catalog business comes now as repeat orders. "We have taken on several trade and educational magazines," explained the publisher. "These we find are the best classes of work for a plant such as ours. It is steady work the year 'round and is the back-bone of our business. Our men are specialists in our class of work.

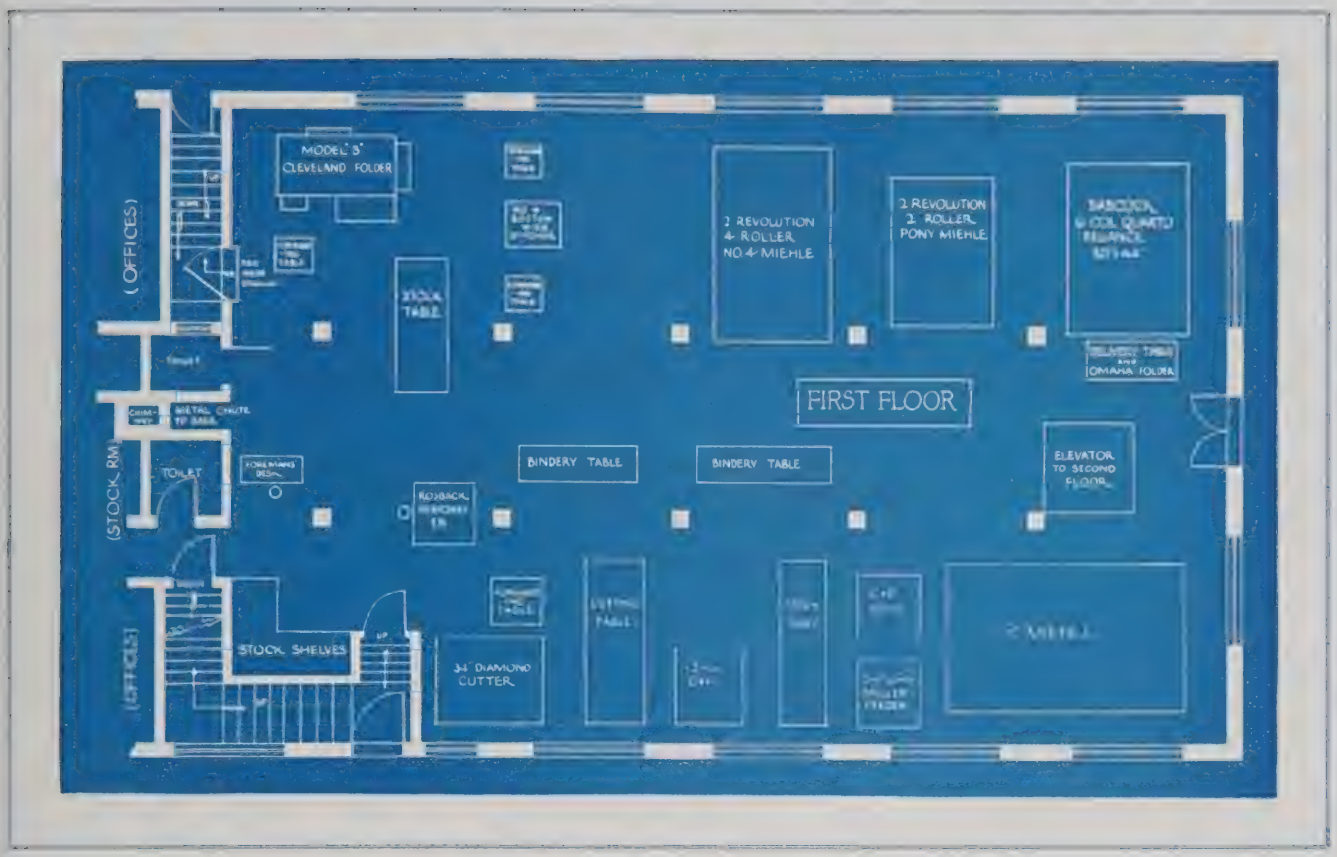
"We will go out and sell a college annual. Perhaps the contract does not call for any art section, yet we will find a series of plates that can easily be made into such a section. It has been our policy to do so even though the different kind of paper, the stippling and other work costs us quite a little additional. We have found that that little extra service has sold us several schools for years to come. We are at no expense to get the next year's contract. We have found, too that it does not pay to make a charge for the ordinary amount of 'author's changes', unless the author is unreasonable.

"We believe in putting our customers under obligations to us by doing favors for them. It saves large amounts of 'selling expense.' "

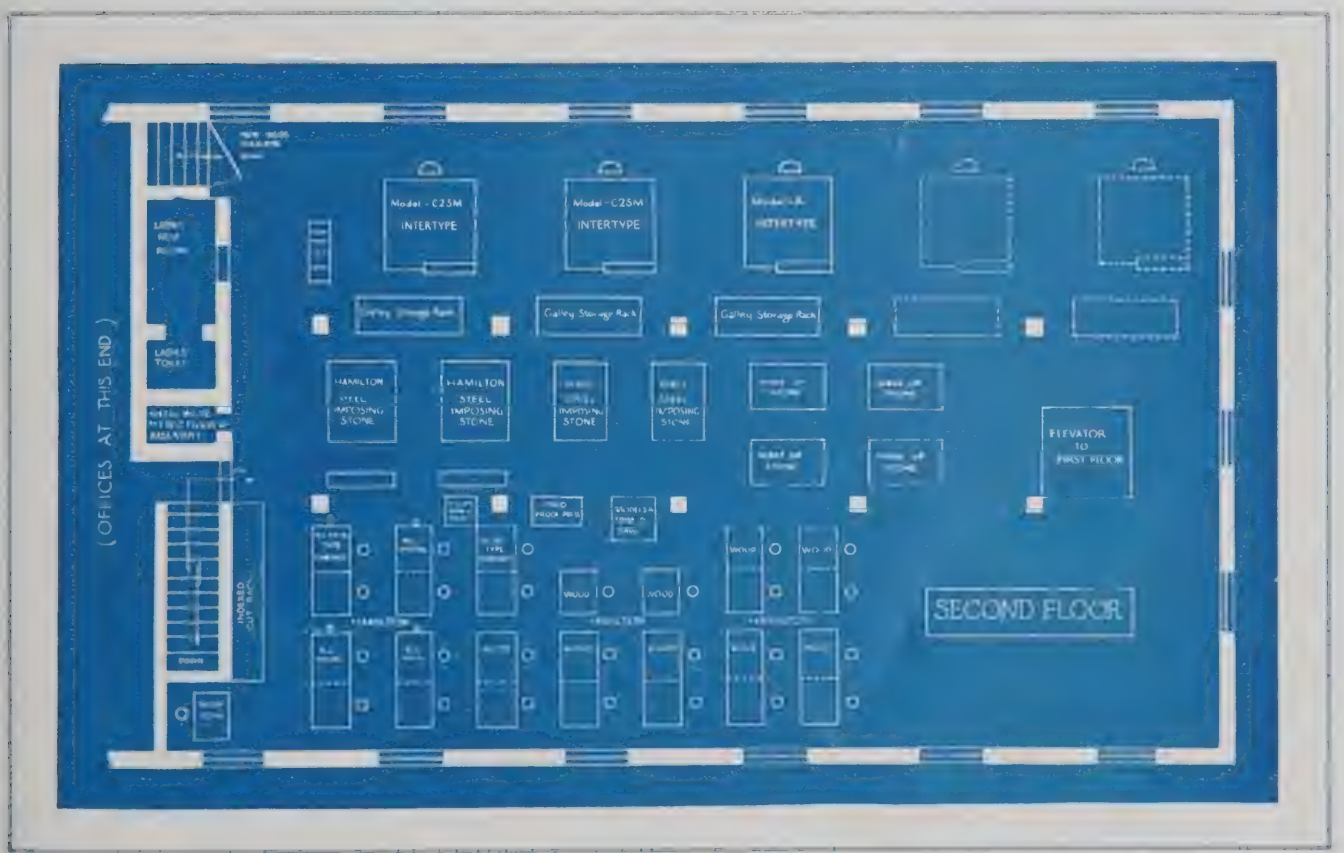
Slow-Pay Advertisers Got Jolt, And Now They Pay Right Up

EVERY publisher has a few advertisers who are slow pay. They are perhaps "perfectly good" but like to put off paying until the last of the month following receipt of their statement, or longer. Mr. Brown said: "We believe that we have cured practically all of our local advertisers of this fault and that we have as prompt paying clientele now as any group of newspapers in the land.

"We started in business with the firm intention of discounting all our bills not later than the 9th of each



PRESS ROOM & BINDERY, BROWN PUBLISHING CO., BLANCHESTER, O.



COMPOSING ROOM, RECENTLY OCCUPIED AFTER RE-ARRANGEMENT

Exceptionally Large Job Business in a Small-City Newspaper Plant Gains Materially in Production, Volume & Profit, With This Layout

NOW the LOCAL MERCHANTS PAY THEIR ADVERTISING BILLS RIGHT ON TIME, for THEY WERE SHOWN WHY & HOW it's DONE

◈ ◈ ◈

month following statement, and the first few months ran into the barrier that many of the advertisers with our paper were in the habit of paying their bills at any old time. We therefore began to purchase little items for our plant from the stores of the slow payers, opening a charge account for the newspaper. I also began to run charge accounts personally at some of these stores. Both in the name of the newspaper and myself, I requested that statements be rendered to us on the first of each month by these stores. We had little trouble getting these statements.

"As soon as they were received, I took the statement for the advertising account of the slow payer along with the statement to the newspaper or myself, and went to the store, giving a check in full for what we owed. *Immediately after handing the store-keeper the check for what the newspaper or myself owed him, I presented the statement of his advertising account.* It is awfully hard for a man whom you have just paid and who is probably sitting at his desk, to *not* pull out his check book and write his check for what he owes you.

"We kept up this practice with all the slow payers for almost a year, then started to presenting them their statement, or mailing it, and mailing our check at a regular discount date. Whenever a new 'slow pay' advertiser comes in, we use the same plan on him and have also used this plan on the newspapers which we have purchased. We have found that it eliminates 90% of the slow accounts."

Out-of-Town Advertising Jam Put Aside by Straight Talk

THE question as to whether or not a newspaper should take advertising of a competitive nature from out-of-town has been a moot one for many years among newspaper men. Here's the Brown Publishing Company's view: "On our newspapers, some of which we purchased from men who did not take such advertising, we said nothing about it and took such advertising. Immediately upon complaint from any local advertiser we offer to make a contract with him that if he will remain a steady advertiser and refuse to take any business from or sell any of his goods to customers from other towns or territory having newspapers, that we will agree not to take any out-of-town advertising.

"He immediately sets up the cry that it would be unfair to him. Our reply is that it is just as unfair to expect us to turn down customers from other towns having stores like his, as it is for him to turn down customers from other towns having newspapers like ours. We then explain that the only thing we have to sell is our advertising space and our circulation.

"We have yet to lose a customer on account of running an outside advertisement."

HOME OF the BROWN NEWS & JOB INSTITUTION
It is 45 *x* 125 *and Widely Known for its Success With Fine Printing and Multi-Weekly Production*

Slack Periods Are Tided Over By Going Out and Selling

THIS plant has slack periods, the same as other newspaper publishers, and endeavors to carry over them by special effort to sell advertising and by the use of special pages. "We find that when business is booming along in the spring, it is fairly easy to sell page advertising to start running the latter part of June on the 'Buy at Home Idea'," Mr. Brown said. "Each advertiser's name appears on the ad and he pays One Dollar per week for the campaign. We endeavor to get enough names at this rate to pay us our regular page rate.

"We also play up our County Fair for as much advertising as possible and always sell one or two pages extra where the merchants go together and invite the people of the community, through a page ad, to attend and support the Fair. The same thing holds good for Fourth of July and Labor day celebrations, as well as Chautauqua weeks.

"January and February are often slow advertising months for small town weeklies. During that time we always endeavor to have a series of page ads for a 'Go to Church' campaign. We find the local ministers can sell the page advertisement during the Christmas season very easily. It helps the churches, helps us, and does not hurt the business men.

"During the summer time in years past, we have worked successfully a 'Public Sale' day. In February we always have a big bargain day which brings extra advertising during the weak period."

ANOTHER thing—most newspapers (I have in mind, especially the weekly newspapers) do not charge enough for their advertising and are afraid to raise the rates. This publisher's answer to this fear is that he has raised his rates *several times* without permanent loss of advertisers. "There is something about people which makes them value that for which they have to pay," he said. "On one occasion, when we purchased the *Western Star*, we found that the news columns were crammed with little reader advertisements for local merchants. We felt that it hurt the newspaper and, that by raising the rate we would get this class of advertising out the news columns and into space advertising. We doubled the rate.

"Very much to our astonishment we found we were carrying more advertising readers than ever before. We have given up the idea of getting them out in any other way but by refusing to take such advertising at all. What the effect of such a refusal will be, we do not know but we are thinking seriously of finding out by doing it."

SPEAKING of the *Western Star*, which is the oldest weekly newspaper in Ohio—and among the very largest—reminded me of troubles in holding help on newspapers. Here was the reply:

DO YOU TAKE OUT-of-TOWN ADVERTISING? THESE WEEKLIES DO SO, AND THERE IS NO MORE TROUBLE ABOUT IT AT ALL

* * *

"We have in our employ one man who has been in that office as a printer for forty-eight years; the foreman has been on the *Star* thirty-nine years; another employe twenty-seven years, and still another who has been there nineteen years. Every fifty years we have to go out and get a new printer to help publish the *Star!*"

Sources of News — That Is:
Names, Names, Names, Names!

ONE of the best sources of news for these papers is the Public School system: "We find that all parents are interested in the schools and we have established a custom whereby the teachers furnish us each week with the news of their rooms. Once a month they give the names of the honor students, and when that week's issue is off the press we always have several dirty little urchins coming in to 'get the paper that has my name in it.' Once or twice we have tried leaving this news out, only to have objections from many *readers*. We believe that a local item with a little pep in it is worth ten of the other kind.

"We try to instill the friendly touch into our news items. We advertise the paper by being a part of the life of the community and Chamber of Commerce activities and all other public functions.

"The newspaper contributes each year to all the churches. An annual basketball tournament here finds our paper giving the loving cup for first prize. The same holds good in the Sunday School Base Ball League.

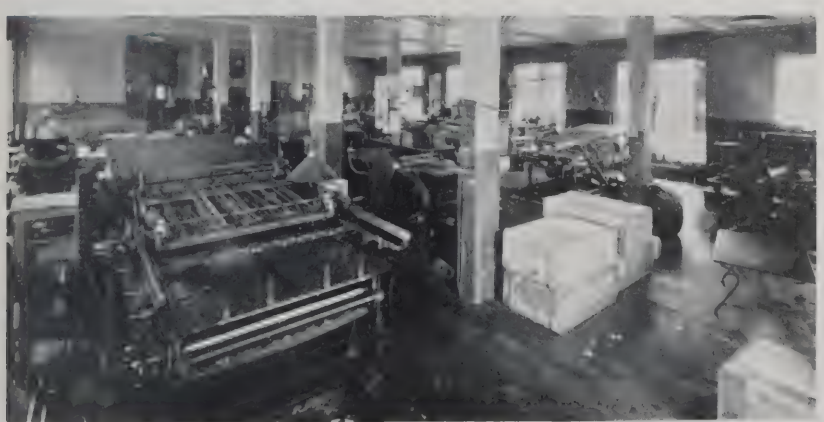
"We try to make people think of our newspaper as a business institution the same as our leading stores. We use that which we sell—advertising—to help other people and find that *it pays to advertise our newspaper* far and wide.

"Another thing we insist upon in our news columns is the use of names, and having them spelled correctly. One column of news matter full of names of local people is worth a whole paper of generalities. I have yet to find the man or woman who does not like to see his or her name used in print of the proper manner."

* * *

HIGH motives eliminate all sorts and kinds of trifles.—*Selected.*

A VIEW OF THE JOB AND NEWSPAPER COMPOSING DEPARTMENT
Specialization, Adopted Early in the History of the Brown Plant, Has Made Unusual Production Records Possible in This Small Town



GENERAL VIEW OF the BROWN PRESS ROOM at BLANCHESTER, OHIO
Equipment Herein May Be Located in the "NPJ" Blue Print Published With This Feature-Article, and Its Arrangement Is Well Worth a Study

BECAUSE IT CAME OUT OF THE WORKING SHOP?

IT MAY be that the reason for the antipathy against the method called *Efficiency* is that it *came out of the Shop* : : The old system had in it the making of slaves, men being pushed by the work and directed by the boss. The new System of Efficiency brings the intelligence and direction of the individual into play : : tends to develop the element of mastery within him : :

From the time that the sublimest teaching known to man came out of a carpenter shop, the shop has played a leading part in the betterment of humanity . . From a printshop came America's profoundest practical philosopher, "B. Franklin, Printer" . . From honest industry arises that unity of practice and breadth of service that feeds, clothes, educates and intellectualizes the world : :

All men are not voluntarily intelligent; they must be taught. All men do not see the wisdom of fitting means to ends, of conserving materials (sacred as the result of others' labors), of saving Time; *they must be taught.*

Many men resent being taught. Progress is irksome to them. Here is the origin of the grudge against Efficiency.

HENRY FORD, *Dearborn Independent.*

BOOKBINDING originated in the incased clay tablets of 300 years B. C., and in the Eastern custom of "binding" inscribed palm leaves with threads of silk. Roman diptychs are among the oldest decorative bindings.

GOT the BIG CITY ADS

California Country Publisher Followed Up Cold Reception With a Letter-Series

By Uthai Vincent Wilcox(*)

THE Mountain View (Calif.) *Register-Leader* in Santa Clara County, was but one among seven other newspapers issued in seven other small towns scattered in a circle about the county seat. The scene was so laid only a few years ago.

One time, the owner and the manager of the newspaper became inoculated with a goading bacteria which called for *increased revenue from the big city stores of the county seat.* "Sounded easy—ought to be easy," he told himself. "I've all the advertising that I can reasonably expect from my home town merchants, but I ought to have a whole lot more from the Big Ones. I have a good plant, equipment, a guaranteed circulation, paid-up subscriptions, and all the frills. Easy! I'll tell them and they'll thank me for tipping 'em off. They'll be just as happy as if I gave them an oil gusher in Texas!"

It sounded all right—to the *owner!* But it was, "too all right." There was a slipping clutch overlooked.

So, He Dropped in on Merchants; And Then Dropped Out Again

NOW the owner personally called on some of the big town merchants, some of whom he knew rather intimately. They treated him well, shook his hand heartily, asked the news and what was doing in politics, but when he mentioned that they ought to advertise in his paper : : : !

Well, they just found themselves very busy at that identical moment. It was, "I'll call that to the attention of my advertising manager (or, agency), and they'll look you up." The door closed from the inside about some engagement or conference, and the owner of the small town newspaper was on the *outside.* (It seemed a lot more sudden than that, too!)

After a few varigated visits of that sort he sought the agency that represented his paper in the "City." He told its manager that he wanted more business; that he ought to have it, on merit. He had a fine plant, a guaranteed circulation, and so forth and so forth. The agency manager was very polite and sought to mollify him with promises.

The owner of the newspaper went back to his small town, about like six others, and waited for the business—the word from his agency and the Big Merchants that were "going to look him up" No one looked in or called.

AFTER a while he began to understand that nothing was coming of his missionary visit to the Big City, and that no one appreciated the favor that he had conferred on those about him. He decided that he ought to know why, there was no looking of him up.

UTHAI VINCENT WILCOX

Former Country Publisher, Author of "Uncle Sam, Advertiser" and Other Works and Articles

He called again on his agents. He found after close questioning that the trouble lay in the fact that there were so many small city papers. Many of them seemed to have no special circulation, but all claimed a big circulation. However, they were all classed together, by the big merchants, as worthless, or practically so. They felt that if one was favored with some special advertising, all the owners or editors or managers would swoop down to ask for ditto treatment. And, soon, many publishers know this story, backwards.

The department store managers preferred to do their suburban business advertising through one of the dailies of their own Big City that claimed a large circulation throughout the country districts and small towns.

TO get his claims for the *Register-Leader* before these men, and a consideration of them—that was the problem. The following plan was devised:

First, a series of *four* letters mailed weekly to the merchants.

Second, another series of *four* letters mailed every two weeks to those who failed to respond to the first four.

The first of these letters enclosed government postals for return. These were worded so as to only require a signature. The postal called for an interview about the possibilities for increased business, but plainly specified that it was to be without obligation.

The last four letters carried a return card, but it merely gave, when signed, permission for the advertising manager of the *Register-Leader,* to call on a certain day when he was in the larger city, "gathering up copy for ads from other merchants." With all eight letters went free copies of the *Register-Leader.*

Takes on Titles and Goes to Work With a New Front

THE *Register-Leader* suddenly took on an advertising manager, a young fellow who was willing to work. He felt the need of including in the campaign an announcement of a "special advertising agency," for the *Register-Leader.* The letters were sent out on the stationary of this special agency. These letterheads were designed with particular care and carefully printed, knowing that a neat job of printing was a key giving ready audience. The stationery, if good, would be carefully scrutinized, coming as it did, from a small town newspaper office.

The letterheads were printed on a good blue bond in two colors. Down one side there was a long type panel telling something of the newspaper. There was particular stress laid upon the service conducted by this special agency.

"Why a special agency?" the advertising man was asked by the owner.

He explained that he conceived the scheme basing it on a psychological fact that the big town merchant would be interested in a small town newspaper that was being specially promoted by an advertising agency.

"It must be a better proposition than the other six sheets, if an agency, will pick it out to promote it," was the line of reasoning, of the merchants who received the letters, according to the outline.

In fact, several weeks later, one of the Big City merchants in talking with the owner used almost the same words in asking about the agency and its scope. Apparently the plan was well founded psychologically.

USING four simple but straight-forward letters brought exceptional results. With a list of fifty merchants, for an intensive trial, ten answered on the first letter, four on the second, five on the third, and eleven on the fourth, making a total of more than *fifty per cent.*

All the letters were individually typed, and personally addressed to individuals.

The last four letter mailed at fourteen day intervals were of a more edu-

(*) BOOK Publication rights reserved by the Author.

Series of Eight Letters Which Landed Advertising for a California Weekly From a Neighboring Large City

This Is the "Mail Ammunition" Used in the Successful Program Described by Mr. Wilcox in the Accompanying Experience Story.

(All Book Publication Rights Reserved by the Author)

Letter No. 1

IF THIS letter was printed on a Ten Dollar Bill it could scarecly be more valuable to you than the message it now contains.

It is your opportunity to enter five-sixths of the homes of Mountain View and vicinity, with a message from your store telling you of the bargains, opportunity, and good things that YOU have to offer for the holiday season. You can do this through the columns of the REGISTER-LEADER and thus **obtain for your own business** a FAR LARGER SHARE of the money that will change hands during the next four weeks.

The people of this section have money to spend. The reports from the bank show an unprecedented increase of wealth. The individual stores of the town have not the wide range of goods and stocks to meet the needs of the people who are looking for the special goods that you sell.

Mountain View people are intelligent and discriminating. They have long patronized the stores that have been the most consistent advertisers in their home town paper. Just ask **Spring's** and **the Arcade,** and they will testify, as they have many times, to the trade value of REGISTER-LEADER advertising.

But the buying of white space is not the only things — as you doubtless know. It is the arrangement, the style and type and the wording of the message that GOES INTO THE WHITE SPACE THAT COUNTS. This agency is able to offer you, if you act promptly, its experienced retail service in the planning and writing of your ads. Or, if you desire to do that yourself, your ads will still have our personal attention in the locating and the careful adaption of them to the type-styles.

This specialized personal service is FREE TO YOU. You pay ONLY THE MODERATE SPACE RATES of 15 cents an inch and this retail advertising service is FREE. Thus you gain a double advantage **if you act now.** You reach the MAJORITY OF THE HOMES OF THIS VICINITY, you enter them with copy carefully prepared.

But, YOU MUST ACT NOW. Only a limited number can be properly cared for under these unusual terms. Just write on the enclosed card, "You may call," sign your name and mail it. This puts you under no obligation, for if we cannot prove to you that we can help you DO MORE BUSINESS HERE than ever before, you will not be out one cent.

Yours for more business.

Letter No. 2

IF you were given an invitation to enter 1,000 homes in Mountain View and vicinity to tell them personally of the good things that you had in Blank Town, would you accept the invitation?

It would be a physical impossibility for you to do this personally, so you would send some one to fill your appointment, some accredited friend to act for you, having your confidence as well as those in the homes.

The REGISTER-LEADER, a weekly newspaper of this town, is just such a friend, going by special paid invitation to nearly 1,000 homes in this vicinity. **It is not read as a daily newspaper, to be glanced over and thrown away, but in many places it is the event of the week** — read not only on Friday and Saturday, but the neighbors and friends come over and borrow it for Sunday, Monday, and Tuesday. It is "devoured" from the first to the last page. Every ad as well as each item of small-town gossip is discussed and remembered.

If you have a message in the form of a well-arranged ad in such a paper, with a strong personal appeal to these people — people who own their own homes (many of them), and often times tractors and machines — just ask yourself what that ad would mean to YOU!

These people, reading each week your fresh new message, will talk about you and your business; they will give you the kind of publicity that you want. The kind where Mrs. Smith says to Mrs. Brown, "Did you see Blank and Company's ad in this week's paper? He has some good things there, hasn't he?"

These people are going to buy; they have money, business is looking up, prospects are bright, and they must have the goods. **Tell them to buy of you,** their Christmas presents. They want things that their own town stores do not carry. There are —— issues of the paper before Christmas. IF YOU ACT NOW your books will show at the end of the month a balance of suburban trade that will make the cost of 15 cents an inch paid to obtain it seem very insignificant.

If you haven't time to write your ad, we will do it for you at **no extra cost.** We have trained retail copy writers that have had experience and can show you stores whose business is steadily increasing by the use of their copy. THIS SERVICE IS FREE TO YOU IF YOU ACT NOW. Whether you use it or not, you always receive special care as regards placing, arrangement, and type.

Just write on the enclosed postal, "You may call," sign you name and mail it. You will be under no obligation for if we cannot prove to you that it will help you do more business, it will not cost you one cent.

Letter No. 3

WHAT would it mean to you should your sales greatly increase? If you should add, say, twenty per cent, ten per cent, or even five per cent to your net income?

Figure it out!

Such a thing is possible. Not only possible, but the opportunity to do this is awaiting you. An opportunity to make buying friends for your store that will come again and again.

Mountain View, as you know, is not far from Blanktown. There is good bus service and train service. People of a smaller town naturally enjoy trading in a larger place, but they like to know where to go when they reach the bigger city and they like to be invited to come.

You can invite them in a way they will appreciate and heed — through their home-town weekly paper, the REGISTER-LEADER. They can't help but read your invitation because the majority (more than 1,000 families) take it each week and lend it around to the neighbors. They depend upon it to supply them with their local news and buying information.

Your weekly message in the columns of their accepted guest is doubly welcome. It needs no other introduction; it is believed and acted upon.

And the cost tc you is so small as compared with the proved results! Why there are merchants in Blanktown who have been regular advertisers in the REGISTER-LEADER for years and years. It pays them regular dividends. It puts money in their pockets.

Your advertisement would do the same for you — it would increase your business. And besides, we have a special service to offer you that will make the handling of the advertisements — the writing, layouts, placing, etc., — simple and easy, almost without work on your part.

Let us tell you about this unique service that is FREE TO YOU. And let us tell you — prove to you — how these other merchants have "cashed in" by the help of the REGISTER-LEADER. Just return the enclosed postal, — absolutely no obligation.

Letter No. 4

IT was on Oak Street, Mountain View. Two well-dressed women were standing before the gate of a modern bungalow.

"You say you bought it at Blank and Blank? Well, it certainly looks splendid! I like to trade in Blank Town, too. Everything seems so fresh and new and clean. I'm going to do more of my out-of-town buying there. And, do you know I found out about them by reading their ad in the REGISTER-LEADER."

Such is part of an actual conversation between two people. It expresses a real and growing belief of a class of people who have discovered through the efforts of Blank and Blank the benefits of buying in Blank Town. Why not "cash in" on this pioneering and get more people to coming to your store to tbuy? Why let these hustling firms draw people to their stores when YOU can sell them just what they want?

It is the merchants who continually invite the people of Mountain View and vicinity to come who get the business from out of town. Some of these progressive merchants not only invite, they urge them, giving them extra inducements and continually picturing before them in their own home-town paper the advantages of their stores in Blank Town. Your business can have **much more trade** from this town if you ask for it.

The REGISTER-LEADER, — the 8-page weekly paper of Mountain View — goes into nearly 1,000 homes. It is a live weekly, featuring home news; it is not made up of "boiler plate" matter. It has paid reporters, linotype, and good new type faces. It has the confidence of its subscribers, who without extra inducement regularly pay-up their subscriptions, and a large number who buy or borrow it each week.

Advertising space when placed through this agency will cost you only 15 cents a column inch and carries your message into 1,000 homes of the best people of Mountain View. Your message will be set before the people in an attractive easy to read invitation, by the experienced copy-writers of this agency if you wish to use them.

Make the people of Blank Town tributary to **your** store. Avail yourselves of the services of a real advertising agency that will handle your ads intelligently and see that they are inserted properly. But don't delay — this service is free to you, but you must ACT NOW. Only a limited number can be cared for under such unusual terms. This agency will not attempt to handle more business than it can develop successfully.

SO ACT NOW. Just write on the enclosed card, "You may call," sign your name and mail it, and if we cannot prove to you and to your satisfaction that we can help you do more business, you will be under no obligation. Get the business coming your way, now!

Letter No. 5

HERE is the topic of the day—the standing introduction to all talk; but you don't care what it says, do you?

The WEATHER

Cloudy and colder today; tomorrow fair.
Detailed report on page 8.

Regardless of showers, gusty winds, and shivery feelings, business is picking up — it is up. It is getting stronger and healthier every day. If you doubt it at all, you should look at the next issue of the REGISTER-LEADER. It will be a lively, snappy issue. It will be a big paper. It is but an earnest of the kind of paper that goes to more than 1,000 readers every week in and about Mountain View.

And, by the way, did you notice the splendid paper of last week? You didn't?

(PLEASE TURN THE PAGE)

EIGHT LETTERS LANDED BIG-CITY ADS : : : :

CONTINUED FROM PAGE 21

That is too bad, for it was filled with news; yes, and also of more important items put there by the merchants of the county who are alive to the buying power of the people of Mountain View and vicinity.

You see the REGISTER-LEADER believes in service. It boosts the business of those who advertise in its columns in a special way. It is a pleasant, unique plan that you ought to know more about, and it costs nothing extra to get this valuable space.

Arrangements are being made so that these selected ads (yours, if you wish) will reach not only the regular subscribers of the paper but will cover all the territory in this section. More than 2,000 families will read the announcements.

Let's boost together for more business. Let's make our cash drawers and money registers so crowded that they won't even jingle. The business is all about us — let's have it.

Want the proof? All right, mail the enclosed postal card and you can have it free and without obligation of any kind.

Letter No. 6

YOU, of course, desire the business in your territory to increase in profit as well as popularity. There is an opportunity for a splendid profit, greatly increased popularity and prestige right in this district here, and the best part of it is that it will cost but very little.

It was Mr. Roger W. Babson, described in "Who's Who" as the greatest authority on economics in America, who said recently, to the merchants of America, "Develop that great potential market which is ready and willing to buy." If Mr. Babson had particularly mentioned the upper Santa Clara Valley, he could not have described it more accurately. Truthfully restating his message it would read:

"The people of Mountain View and vicinity are eager to buy the things you have to sell, but they do not know that you have them."

Strange that they do not know?

Not at all, for but comparatively few of them read the Blank Town papers (newsdealers giving out but 700 on actual count in this district). There are thousands left in this "great potential market." How can YOU reach them with YOUR message? Without danger of dispute, we say, through the REGISTER-LEADER. It is the ONLY paper that covers this territory **completely.** It is the door into the homes of people who are among the most prosperous in California. They have "the money to spend." It is your privilege to have this money spent in YOUR store. ONE THOUSAND COPIES of this weekly are distributed through the mails each week.

Let us co-operate in carrying your message to the people. You ad has the benefit of the best equipment — mat casting machine, linotype, engraving, — everything to make it attractive.

The key to this potential market is enclosed. It is a U. S. postal card, ready to mail. Just sign or stamp your name on the card, drop it in the box and you have taken the first step with the noted Mr. Babson of Boston — "to stimulate (your) business, surely, quickly and economically."

Letter No. 7

"WE are well pleased with the work you are doing for us."

That is what Mr. Worrell of the Blank Town Hardware Company said after three weeks of our service. Do you think that he would say this if we had not made good our claims to increase their business?

Don't you believe that a special agency that devotes its time and thought to advertising and increasing the business of its clients can really help in merchandising problems? Isn't it logical?

We study the business and goods of each merchants whom we serve. We work with them and on their plans and suggestions. The kind of service that we give prevents waste and makes every dollar of money and inch of space do its best.

Our business is not concluded by the buying of so many inches of white paper. Whether or not you wish to avail yourselves of this extra special service in the matter of handling of your ads in the REGISTER-LEADER, you still have the advantage of a personal placing of your message in this weekly paper that is read by more than 1,000 families.

We can't help but feel that we could show you encouraging results even as we have done for the Blank Town Hardware Company. We could tell you of **specific merchants** who are entirely satisfied with their campaigns in this live, small town weekly with the **big service.** They have discovered THAT IT PRODUCES RESULTS THAT ARE PLEASING.

Now, you know it would do us no good to make these claims if we "could not make good." The cost to you is so insignificant as compared with what you obtain. It is the mere cost of space — 15 cents a column inch. You pay for the space and we help you in every way to make your advertisement successful. Working together in this way, your advertisement will be kept attractive and interesting, and your announcements will be read. There are other features that will interest you in this special offer. Let us talk with you about them.

Just write on the enclosed card, "You may call", sign your name and mail it. This puts you under no obligation, and, remember, "if we cannot prove to you that we can really help you to obtain more business, you will not be out one single penny."

How about it?

Letter No. 8

THIS is a frank letter to you about your advertising — it is different from any other letter that you have received from us.

Please read it carefully. We believe that it will pay you.

You would naturally like to have more business. Whether that business comes from Blank Town or from Mountain View makes no great difference to you as long as it is increased business. You would just as soon have the residents of another town come to your store and buy, wouldn't you?

Surely, who wouldn't?

Now the reason that we have sent you the other seven letters is to help you understand that the REGISTER-LEADER of Mountain View could help you divert business to your store, if you wanted them to do this.

They are doing just this for a constantly increasing number of merchants of Blank Town. They are doing it because they are giving in exchange for the small amount of money that you pay for space (15 cents a column inch) **the attention of more than 1,000 families** in Mountain View and vicinity. They are the sort of families who read their home town paper from cover to cover, **that is their habit.** If your ad were a part of the paper it would read, and the chances would be very great that your message would be heeded were it an attractive one.

And that brings us to the other things we have to offer — it is service. This special advertising agency will AT NO EXTRA COST OF ANY KIND take an interest in your business and help in any way possible to make your advertising in this vicinity 100% effective. Even if you have your own advertising counsel, this agency can still advise you (if you desire) on the class of people served by the REGISTER-LEADER, their average wealth, what they buy, etc.

Now you have read something of these things in previous letters. You have probably thought, "It's a waste of time and money to bother with the small town weeklies." We should like to challenge that thought as far as it applies to this weekly.

Now if you will return the enclosed postal, we will without the **slightest** obligation on your part, talk some of these things over with you, answer whatever questions you have in mind, and explain thoroughly the service we have to offer, and tell you of the REGISTER-LEADER and **give you facts and figures** of what other merchants in your own city are doing by advertising in this country paper. Then if you do not wish to further follow-up the matter, you will be under no obligation of any kind; we shall only have been glad to have met you.

Again we suggest that you return the enclosed postal and give us the opportunity to tell you of some mighty interesting facts that will be to the advantage of your business.

cational nature. These brought replies from four others. The final score showed thirty-four out of a possible fifty.

Not all of these signed contracts, but many of them did. Others sent in considerable advertising for special use and were being educated to sign a contract.

A MERCHANT to merchant campaign followed. Sample copies of the paper were sent out with an announcement letter telling of the advertising solicitor's plan of calling on others.

Much new business was obtained. Business relations with the representative agency of the city had been terminated on the beginning of the campaign — all advertisements being handled direct.

After two months of direct mail advertising cultivation the representative agency in the big city offered and anxiously desired to renew relations on a much better basis than before. This was due to the favorable comment of the big city merchants on results obtained and help extended and the result of the educational letters.

A Summary of the Job Proves Important Points

SUMMING up the campaign these facts seemed of first importance: In a highly competitive field, the well-written, well-executed *letter* brought results where many solicitors had failed.

A *"special agency"* of the service type, as a part of the small newspaper, appealed to the big advertiser, though they did not all use it. It lent dignity and progressive standing to the claims of the papers.

That energetic *follow-up* convinced the hesitant ones and established a general feeling of confidence among the merchants. The special agency re-acted in a favorable way on the merchants of the home town as well, many increasing their space after being helped along through the special service agency.

The use of *another name* for this special agency promoted the plan rather than hindered. The service given by a small town newspaper, or the service promised would ordinarily fail to attract large advertisers of a county seat. On the other hand, service by a special agency, along with the right-looking printed matter, and followed with real help in the handling of the advertisements of those who requested, had a powerful psychological influence and apparently made a big difference in the response.

The plan is one to be followed by other letters of an educational sort and good printed matter. It involves possibilities in the future to publish a small leaflet house organ to accompany the letters.

All-for-One STAFF BUSTS COAL STRIKE SLUMP

Cuts Its Own Pay by Novel Plan, Only to Increase It Over the Old

By OLIVER HARTLEY

Managing Editor, Pomeroy (O.) Tribune-Telegraph

CAN a spirit of co-operation be fostered in a working force that will function in time of stress as well as when prosperity prevails? This is the story of how one concern in this industry—and not a large one, as such things go—met adverse conditions by procedure probably unique in business annals.

OURS is a publishing company doing a newspaper and commercial printing business, located in the Pomeroy (Ohio) coal field's central municipality. In the consequence of the general slump in the mining industry not long since, in common with other business concerns of this section, we found ourselves on thin ice. Expenses began to slightly exceed income. *The only solution seemed to be the cutting of the payroll* $100 *per week or to "lay off" a fourth of the force of a dozen employees,* since every other economy had been adopted.

As managing editor (which in a country newspaper office may include a wide range of duties from ad soliciting to running errands) it was *my move!*

An inspiration came to me, knowing my fellow employees as I do.

I typed eleven lists of all employees of the shop, from the editor down to the "devil boy." Opposite each name was set down the wage paid each and a blank space farther along, opposite each such amount.

Then the whole force was called into "conference." Our position was explained, backed up by the books, and the following appeal, in substance, was made, without having said a word to any other of the eleven in advance:

WE must reduce our payroll $100 per week. Shall we lay off three hands, curtail hours or cut wages?

"You know intimately the duties and abilities of each other. Each one will fill out privately one of these slips with a schedule of wages that will total $100 less than the schedule now existing, as shown by the list. *Each one will set down the wage he thinks each of his fellow workers should draw under the new arrangement, excepting his own, which will be left blank. The eleven estimates on each person's wage will then be divided by eleven, and the result will be the wage paid each, provided the total sum lowers the present payroll* $100.

"I will not vote, but will be governed by your votes the same as yourselves.

"If this does not work out satisfactorily both in effecting a reduction as required and satisfactory to the majority of you, we'll do something else.

"No one is to see these ballots except the managing editor, who binds himself to hold everything in confidence."

THIS was done. The averages thus fixed were surprisingly just and discerning and the new payroll reduction thus formulated footed up to just $97. Every one of the twelve employees accepted the result cheerfully, although roughly the action amounted to about 20 per cent reduction.

They did it themselves and were satisfied. An arbitrary cut would have made most of them angry, if not worse.

A side light by way of the composite fairness might be cited. The managing editor's salary was cut from $50 per week to $42.50, while an apprentice linotype girl operator was granted an increase from $12 per week to $15. All others took sharp cuts, in almost uncanny fairness under all the circumstances. The workers know who are producers and who are dodgers!

Now They Are Getting More Pay Than Before, and Everybody's Glad

THIS unusual action stemmed the tide and the happy sequel is that the same workers are still here, they are all getting more pay than they originally did, and due to get as much more from time to time as the business can stand. Co-operation of that kind is not soon forgotten, even by a "soulless corporation."

"THE TOLERANT TWELVE" of POMEROY, OHIO
His Majesty, the "Office Devil," Failed to Get Into Focus for the Picture; Mr. Hartley at Right

LAY OFF ON NEWSPAPER BULLS

From the Editorial Page of The American Legion Weekly, Which Runs Pagesful of 'Em

LAY off the bulls made by the small-town newspapers," pleads R. S. "They may be spice of the Bursts and Duds page, but lately the page has been too highly seasoned." R. S. may be mostly right. There may be too much pepper in the joke messkit. But he allows himself to be partly wrong.

Most of the funny errors and jumbles, typographical or grammatical, which are reprinted are not from "small town" papers. Metropolitan dailies have batting averages as high as county seat weeklies.

COMPARATIVELY few of the blunders reprinted are taken from the old-fashioned newspaper from which the magazine humorists of an early day drew joke manufacturing inspiration. Even the smallest newspapers today, weeklies as well as dailies, reflect highest standards of writing, editing, typography and financial success.

Incidentally, what has become of the old-fashioned editor who used to swop subscriptions for wagonloads of cordwood and spend his spare time oiling the sanctum shotgun?

MOST of the newspaper blunders reprinted on the Bursts and Duds page are submitted by Legionnaires of the towns and cities in which the papers are published. Occasionally postmarks show that a slip or twist of language has traveled a long way to reach the threshold of the Bursts and Duds page.

For instance, there is this one, in this week's joke messkit, taken from the

Stillwater (Minnesota) *Daily Gazette*: "For Rent: Two rooms for students or gentlemen. Breakfast is desired. 916 So. Third St."

This want ad was glimpsed by Legionnaire C. P. Carlson, of the Chile Exploration Co., at Chuquicamata, Chile, as he turned the pages of his home-town paper. Mr. Carlson sent it on the 8,000-mile final lap of its journey to the Weekly in Indianapolis.

JUST because it is old isn't any reason for not recalling here a classic of newspaper blunders. A harassed editor attempted to make a correction and apology in these words:

"In yesterday's issue, we regret to state, we quite unintentionally referred to our estimable townsman, Mr. Whoopis, as 'a battle-scared' veteran. What we meant to say, of course, was 'a bottle-scarred' veteran."

PERSONAL TOUCH WINS

Militant Booster for Upright Practices For and By Newspapers, Proves It Pays

By J. K. GROOM

THE personal touch is a great thing. If agent and publishers could only get into personal touch occasionally, we would both be conducting our businesses in much more satisfactory manner.

THEREFORE I try to meet our patrons whenever I can, just to shake hands and sit by their desks for a little while, so they can size me up and I can do the same by them.

It always leaves a good feeling and understanding; and, the better we understand each other, the more smoothly things go in our business relations.

I naturally want to see the *space buyer* and everybody else that handles any business that comes to us, but *I am extremely anxious to meet account executives and higher ups,* for if I can create a favorable impression with them I feel I have made a ten strike.

Long-Range Relations Often Cause of Unnecessary Troubles

WE have to do so much of our business at long range, and it is so easy to misunderstand a letter and get a wrong impression of a correspondent and his real attitude toward a proposition, that the personal touch is highly desirable.

If the agency executives would realize this and try to see publishers when they present themselves at the outer office, I know both would benefit. That is, if they would both be frank and honest with each other and not spill a lot of bunk both ways.

I had a bit of unsatisfactory correspondence with a certain account executive not long ago. I did not know him and his second letter convinced me that he knew little or nothing about our organization and the more we wrote the farther we would be from an understanding, so I wrote him I'd call on him soon and talk it over.

I found just what I expected—a very pleasant and clever young man, and had a most satisfactory interview.

Before I left he said he had pictured me as a man probably about forty-five and hard boiled. He was astonished to see a man old enough to be his grandfather. He was glad I called. Now that he knew me and understood just how we stood on many matters we had discussed he was sure things would go smoothly between us. And they will.

J. K. GROOM
The "T. R." of Newspaper Men

NO newspaper association meeting is complete without J. K. Groom, director of national advertising, Northern Illinois Group, or somebody like him. In handling his work for the Aurora *Beacon-News,* Elgin *Courier* and Joliet *Herald-News,* Mr. Groom publishes a little periodical which he calls *The Dope Sheet,* and this article is typical. Mr. Groom is a pioneer, and a constant fighter, in the interests of better relations between newspapers and advertisers—and his strokes hit right and left within and without. He is one of the originators of the Inland Daily Press Association and a power in A. N. P. A. and A. B. C. circles. — *J. L. M.*

We both made a friend in the course of an hour's interview. That in itself was worth while, and will result in a good deal of future pleasant business relations.

Lady Space-Buyer Is Tamed; And, So Is the Space-Seller!

THERE used to be a lady space buyer in Chicago. Over a term of about twenty years her firm had advertised in various papers throughout the west that I had been on and we had always had more or less trouble.

One day when in the city with a bit of time on my hands I decided to call on her and see if I could not rub the fur the right way.

When she came out the reception room I knew by her expression she was as anxious to see the kind of chap I was, as I was to see the kind of person she was.

In a few minutes we were friendly and I never had any more trouble with her or her house. That fifteen or twenty minutes was well spent.

I had a lot of trouble with a space buyer in an eastern city. He was a real executive and a valuable man to know. I had got in bad with him and his firm over a disputed account. Naturally I wanted to get into favor again. So when I was passing through his city I stopped off for a day, principally to see him.

An hour's interview set everything right and I never have had a single thing to dispute about with him since.

We both made a friend and that was worth while.

Opening of Doors, Personally, Will Solve Lots of Problems

I COULD go on with these little stories of making friendly relations out of a bad situation, but that's enough. If it results in getting some higher ups to open their doors to me and to other advertising men from the home offices of publishers, and publishers themselves, I shall feel this little article has done good work.

CAPTAINS OF INDUSTRY DEFINED BY ONE OF THEM

THE trouble is that the great mass of men who bear the burden of the world's industry and make the world about us the pleasant place it is, are good but not great; receptive but not productive or creative. A producer is one who watches progress in his field and applies methods and devices which succeed at one point, at similar points elsewhere; can see clearly great undertakings before they are accomplished; can calculate cost and profit; fill others with vision. The great national danger today is economic ignorance. — ALFRED C. BEDFORD, *late chief of Standard Oil interests, in his last address to his staff.*

Keeps Steady Watch on Circulation

Pennsylvania N. P. A.'s New Manager Explains Method for Readers of "NPJ"

By NORTON JAMES

(Form on Page 26)

HAVE you used a "Circulation Field Book?" A number of publisher: printers in eastern states are using this device and aver that it is very useful and helpful, aiding to get and readily keep on hand essential facts which help to solve many knotty circulation problems, such as all publishers confront all the time. Inquiry by *"NPJ"* revealed that this device is especially coming into use in Pennsylvania, and a bit more of search proved that it is the idea of Albert W. Fell, formerly manager of the New England Daily Newspaper Association, and recently made manager of the Pennsylvania Newspaper Publishers' Association—the first state wide project in America for a workable combination of daily, weekly, sectional and territorial organizations of newspapers:printers.

Mr. Fell permits *"NPJ"* to show this device and its workings to its readers over the U. S. A. and Canada. He originated it some years ago in connection with newspaper circulation work he was then engaged in — just as he has worked out many other methods and forms for all the other departments, in all of which he has been engaged to a practical extent. Said Mr. Fell:

Make-up of Forms for This Circulation "Shield and Buckler"

TO use this form intelligently, it is first necessary to make a list of all the cities, towns and villages where there are post offices in a newspaper territory, whether they have circulation in these towns or villages or not.

"Then a sheet should be made for each town with the name in the upper right hand corner, opposite *P. O.* Then the information regarding circulation in that town should be filled in as called for on the form.

"The first line *By* should be filled in, indicating whether the bundles go by mail, outside mail, express, trolley, bus or railroad baggage. The routing should be filled in on the next line, showing when the paper reaches the city of publication and by what railroad or other conveyance. If there is a change of cars enroute, it should be indicated on the third line together with the time.

"The fourth and fifth lines should be filled in showing the time limit at which bundles must be delivered at the post office, or at the various railroad or trolley stations, and one the last line in this first section should be indicated the time bundles arrive at their destination.

"The information called for in the other sections of this blank needs no explanation.

"On the reverse of the blank is kept a record of circulation in each town every six months, and also a record of circulation work done, together with the dates. These sheets should be arranged alphabetically by towns in a loose leaf binder.

Business as Well as Circulation Managers Find Form Helpful

THIS record gives a *business manager* an opportunity to thoroughly visualize his entire field and also keep an accurate check on circulation in each town every six months. Of course, the circulation manager has an equal advantage in this.

OVER

CAN IT EVER HAPPEN AGAIN!

By E. BRUCE LAUGHLIN

Night Ad Foreman, Portland (Ore.) Telegram

THE foreman of the ad room lay fainting on the floor,
They raised his head and someone said:
"The poor skate is no more."

The sympathetic printers (with one eye on the clock),
Gazed down at him, their eyes grew dim
It was an awful shock.

Quoth one: "We must revive him quick, though I'm not one to holler,
If this old jay should pass away
'Twill cost us each a dollar."

They bathed his wrists in gasoline and gave him some to drink.
And soon his eyes, to their surprise,
Began to roll and blink.

With halting speech he soon explained what threatened his demise.
I'll say again the facts are plain
Enough to cause surprise:

"A page ad I received this night from a department store;
'Twas all complete and laid out neat,
It was not scribbled o'er;

And that's not all," the foreman raved, "you ancient printer mutts
Will not believe I did receive
This ad with ALL THE CUTS!

The copy was not daubed and gobbed and smeared and messed around,
The margins fair were left quite bare
Where printers' marks are found.

The shock was terrible to me, but then I still feel glad
That without strife, once in my life
ALL CUTS CAME WITH THE AD."

Confined by bars, a babbling wreck, this foreman, gone quite mad,
Tells all the nuts about the cuts
That ALL CAME WITH THE AD!

NPJ is indebted for the foregoing to M. Johnson, Superintendent of the Composing Room, Portland (Ore.) *Telegram*. Mr. Johnson wrote:

Dear Mr. Meyer:

"I am enclosing herewith a poem left on my desk one morning after a stormy night in the ad ailey, the author being the night foreman of that department.

"In my opinion it so fits the conditions of the average daily newspaper of today that those who may have the opportunity of reading it will certainly appreciate the truth of the statements together with the strain of comedy attending.

"As there are several readers of NATIONAL PRINTER-JOURNALIST in this western country who have known the author for many years, I am sending it you in the hope that you will consider it worth publishing."

"If this book is properly kept up, it gives both the business manager and circulation manager at all times a first-hand knowledge of weak spots in the field. This enables them to brace up these weak spots with campaign work.

"I know many circulation managers who depend wholly upon this form for a working knowledge of their fields. Such knowledge enables them to do intelligent and intensive work, for they always know exactly where the weak spots are. It is also an advantage to have a complete record, as is given on the first page, showing the routing of bundles to every destination.

"The last section of the first page with the heading *Other Papers* enables one to keep a close watch on competition, as it gives the estimated circulation more or less accurately and the time of arrival of competing papers in every town in the territory."

AND, then, THERE ARE CASES LIKE THIS ONE

A VERY prosperous newspaper located in a very large city, had never been able to build up a large classified advertising section. One manager after another had been fired—often under the cloud of failure. A very high-priced manager, with a long record of successes behind him, was imported. He organized a department which, in technique, was second to none in the country.

But the classified department continued to look pathetic. There was no lack of industry, no lack of brains, no lack of enterprise.

An outsider was asked to investigate. His report to the owner of the newspaper was: "It isn't in the cards for you to have a big classified section. I don't say it can't be done. But I don't think it can be done except at prohibitive expense."—*Imperial Type Metal Magazine.*

SECRETARIAL TURNOVER IN PRINTING:PUBLISHING

WE are losing (trade) secretaries continually through their going into business. We are not bringing along men to fill their places. Secretaries, too, are continually shifting about. What are we doing, what are we going to do, to train more association and organization secretaries, trade secretaries?—*From an Address at the U. T. A. Convention.*

REPLY (Secretary Miller): "The only way to train a secretary, in my judgment, is to put him in the work and train him right in the work. He should read and he should attend our secretarial meetings and conferences; the only way he is going to learn to be a secretary is through the actual experience of being one. He cannot get it by going to school, but if he has a good educational background and foundation, he will go a great deal farther.

"And, let us think about the security of their employment!"

P. O.....

Miles from Hudson..... Population..... Homes.....

Routing: By.....

Leave Hudson..... A. M. via..... R. R.

Change at ..... at..... A. M To .....

At P. O..... A. M. At N. Y. C..... A. M. At A. S..... A. M.

At B. & A. Upper..... A. M. Arrive ..... A. M.

Postmaster..... Phone.....

R. F. D. Nos.....

Newsdealer..... Phone.....

Newsboys Prospects .....

Other Papers

Name	Price	Arrive	Circ.	Correspondent
				Phone .....

REVERSE SIDE OF FORM

Circulation	1922	'23	'24	'25	'26	'27	'28	'29
April 1st								
Oct. 1st								

Dates Canvassed	Premiums Used	Subs. Added
	Remarks:	

FELL'S "CIRCULATION FIELD BOOK" FORM (Reduced)
Its Use Is Rapidly Extending Among Business and Circulation Managers in Eastern States, Among Dailies as well as Weeklies

EYES, EARS AND ALL

U. T. A. Headquarters Describes Complete Plan to Keep Tabs on Plant Production

Published in "NPJ" by Special Arrangement With The Bulletin

"HOW'S my job coming?"

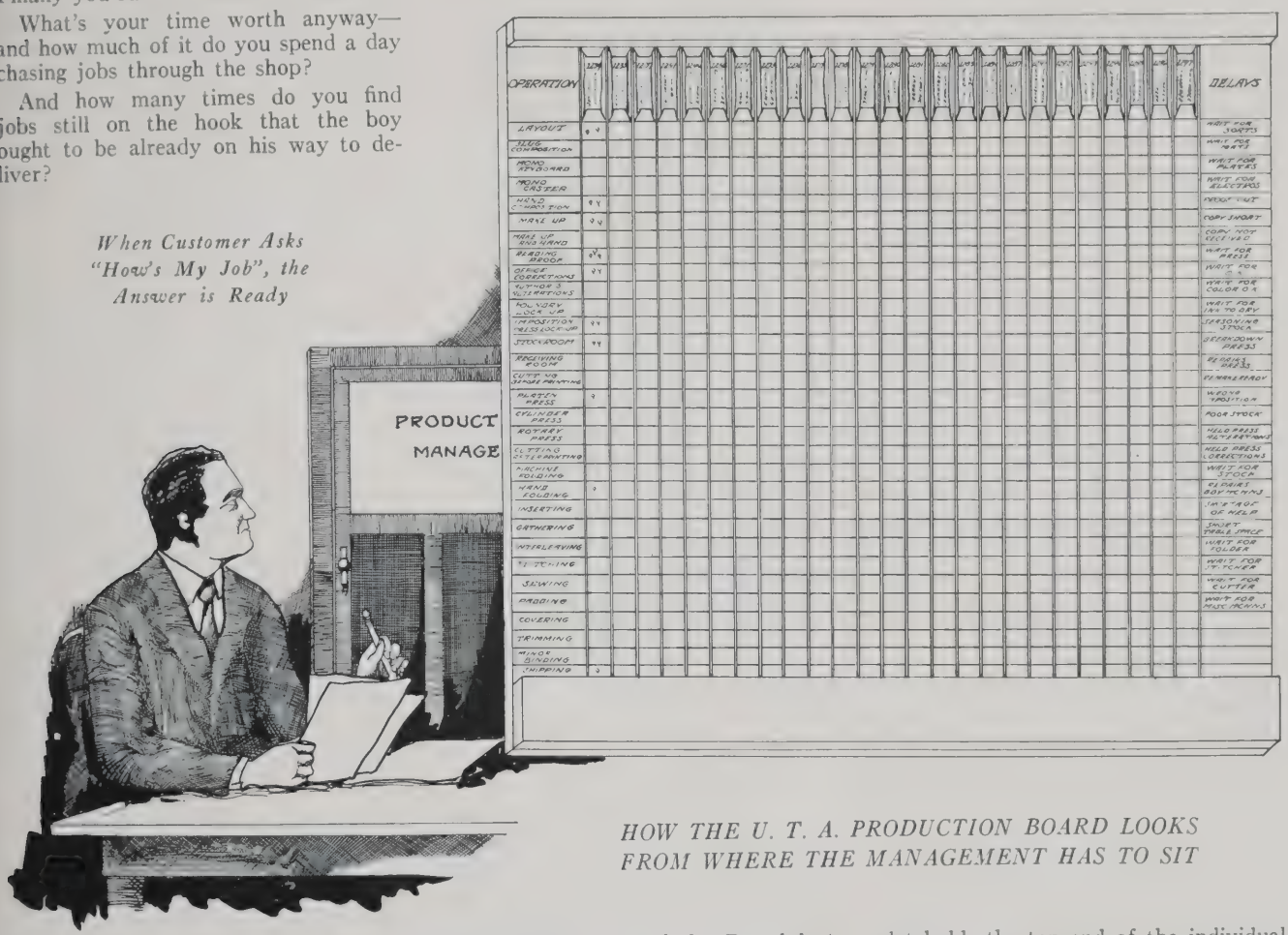
"I'll find out where it is and call you back."

And you lope out to the back office and snoop around the stone and the presses to find out where the job is. Finally you run it to earth on the hook.

What's your time worth anyway—and how much of it do you spend a day chasing jobs through the shop?

And how many times do you find jobs still on the hook that the boy ought to be already on his way to deliver?

When Customer Asks "How's My Job", the Answer is Ready



HOW THE U. T. A. PRODUCTION BOARD LOOKS FROM WHERE THE MANAGEMENT HAS TO SIT

The U. T. A. Department of Research has designed the follow-up board illustrated herewith, with a view toward cutting down the inordinate amount of time lost chasing orders in most plants, and making it possible for the production manager to have the plant before his eyes all the time. The cut and description are published here by special permission of the home office of the United Typothetae of America.

IN plants without such a Board it is absolutely necessary that the executive keep track of all orders in the plant, that he may know what orders require his attention. With the use of a Board, he is protected from any necessity for watching the production of orders as the operator of the Board will immediately call to his attention any delay. Reports are made to him at stated periods during the working day, and he has liberty to devote his time to constructive work of operating the plant.

A secondary use of the Board is to ascertain at any moment the position of any order in the plant and its probable time of delivery.

All printers know of the many times a day customers call up to ask the probable time of delivery or the condition of their order. This Board tells at a glance which departments have the order "in work" and which departments have not started work on it. This portion of the work can be delegated to a clerk. It is an easy matter to predict the probable time of delivery if the work started and the work yet to be done on any individual order is known. If it is necessary to call the plant for more exact information, the Board immediately shows the proper department from which to obtain the latest information.

THE Board in appearance represents a series of line of squares, running both horizontally and vertically. Each square is ¾" high x 1" wide. At the top of each vertical line of squares is a brass slide in which may be placed a card bearing the job number, the name of the customer and any other identification necessary to distinguish the order.

Each of the vertical lines of squares, together with the slide bearing the identification of the order, is an individual unit in the main Board. Each unit is a separate slat which is inserted in the groove at the bottom of the main Board. A clamp at the top consisting of a hinged slat holds the top end of the individual units. All such individual orders units being completely separated from the main Board, can be placed in any sequence desired. By means of such arrangement it is also possible to keep on the Board only the exact number of orders in the plant.

At the left end of the Board, and placed so that each one is opposite a horizontal line of squares, is a complete list of all necessary departments, sub-departments or operations as may be required by any individual plant making use of the system. Such list will, of course, vary with each plant in accordance with the kind of work handled. At the right end of the Board, again with each item opposite each horizontal line of squares, is placed a list of pos-

EVERY POSSIBLE TURN IS PROVIDED FOR IN THIS SYSTEM

◈ ◈ ◈

sible delays, together with certain blank spaces for entering any special delays not listed.

Thus, it will be seen that the Board, when set up and in operation, consists of series of horizontal lines of squares, opposite which, at the right end, are delays and, at the left end, departments or operations; and vertical lines of squares, at the top of which is given the identifications of the order. There will be as many vertical lines of squares as there are orders in the plant and as many horizontal lines as there are departments or operations used in the plant.

Each Board, as illustrated, is 31 inches wide by 29 inches high and provides space for 25 jobs. In offices where wall space is limited, the Board may be built double-sided and swung on edge from hooks on the wall. The single sided Board costs about $15 to construct.

How the Board Works

CONSIDERING the Board as being in a plant and work on it as started from the beginning. All new orders, before tickets are sent into the main plant to start the work, should be first sent to the operator of the Board. This operator, starting with the first number fills in the cards for identification on a typewriter. (Each card is approximately 1″ x3″.) Cards should be numbered at the top end of each as shown on the drawing. A paging machine will do the work satisfactorily.

The identification of each new order having been placed on a card, these cards are then torn off the sheet and placed in the slides at the top of each vertical column of squares, starting with the lowest order number at the left end of the Board. Thus order numbers will run, in sequence from the lowest to the highest, from left to right.

As work on the Board goes on, this sequence of order numbers is made possible without changing the Board other than to shift the vertical columns of squares, each of which represents an order in the plant. As each order is finished the vertical column of squares which had represented it is lifted out of place and placed at the right end of the Board, for a new order. Consequently the columns representing orders "in work" are always in sequence from low number to high number, although there will undoubtedly be gaps in sequence as orders require different lengths of time to complete, and possibly also for other reasons.

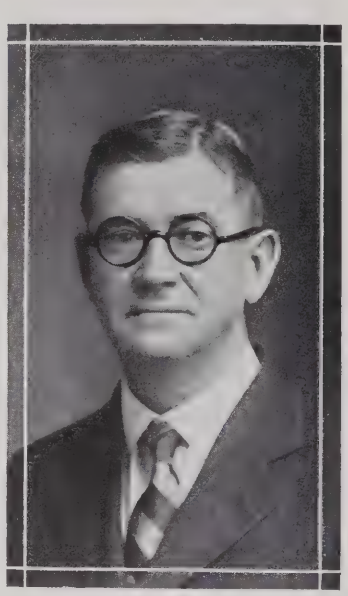
The new orders now being entered on the Board, the operator takes up a number of green headed thumb tacks. One of these tacks is placed in the vertical column under the proper order number in each square opposite each operation or department on the order. The Board now shows the operations on the order, represented by green tacks, opposite the various operations, none of which operations have been started. At this point the Board shows all operations to be performed on all orders.

Other Operations of the Device

ALL job tickets having gone into the plant for the starting of work on the orders, reports come back showing that certain operations have been started. The operator of the Board now takes up yellow tacks and, taking the reports showing the work started, goes over the Board and under each order substitutes a yellow tack for the green tack on all operations which are "in work."

The Board now shows by green tacks all operations on each order not yet started, and all operations started by yellow tacks.

HARDEST WORKER IN MICHIGAN, IS TITLE : : GIVEN TO THIS P-J



THOMAS J. FERGUSON

Who Retires as Manager of The Alpena (Mich.) News After Twenty-five Years

MR. FERGUSON, who first got the odor of printer's ink in 1885, following the job business for a time, leaves the newspaper business as one of the best-known midwestern newspaper and job plant managers. Recently his employes tendered him a banquet, with appropriate tokens. He will take a rest to improve his health, carrying with him a solid gold make-up rule, the gift of his employes, and their undying respect and gratitude.

◈ ◈ ◈

The third operation on the Board, and the last, so far as it refers to the left side (operations), is that of taking out the yellow tacks so soon as reports are received showing that work on the operation is complete.

There is now visualized on the Board, for each order, the work not yet started, by green tacks; the work started but not completed, by yellow tacks; and the work either finished or not to be done, by the absence of tacks.

All reports coming to the Board operator should show *delays on orders* for any cause whatever. Each such delay is visualized on the Board by means of *red* tacks. One of these tacks must be placed, under the proper order number and in the line of horizontal squares, opposite the name of the delay. Thus the glance at the Board will show red tacks, which are danger signals and have reference to delays that have occurred.

In addition to noting the delay on the Board, the operator should keep a record of all delays on a report form of some nature, either card or sheet as preferred for the information of the executive.

Use a Scheduling Board

THE Board and its operation as given here presuppose there being no complete planning and scheduling system in operation in the plant. It can, however, be used even better with such a system in operation. As then, the time allowed for each department is known and, instead of the use of plain green headed tacks to denote the operations on the order, there will be used a tack bearing on its head the date, such as 12-23, meaning December 23rd. One of these tacks with the proper date will be used for each operation, the date used being that of at least one day in advance of the leaving time for the order in each department. "One day" is used here, but this time may vary in accordance with the size of the order; it may be hours, or it may be two or three days. The point of this is, should delays occur, the executive will have time to accomplish something toward getting the order out on time.

When such date tacks are used, the operator of the Board leaves in these tacks and merely adds the yellow tacks. The yellow tacks and red tacks are used exactly as they were in the straight followup Board. Thus, there will be two tacks in each square for an operation when that operation has been started. One tack showing the date the work should leave and the other showing the operation to be "in work."

When the operator finds the date arrives on any operation and no report has come through, as evidenced by the yellow tack, for work has been finished, it is the duty of the operator to notify the department head of the facts.

SUCCESS in 10 LETTERS

Country Weeklies' Independence Is Not An Accident, Neither Is It "Fool Luck"

By J. P. O'FUREY

CARRIED away by the bigness of some of the newspaper properties of today—the metropolitan dailies, and some outstanding small-city institutions—we are apt to forget that time was when they were printed on drum presses, and their circulations were smaller than those of many modest weeklies of today.

The accomplishments of American inventive genius were finally extended to the aid of the country publisher who, aided by generous lines of credit extended by the supply houses, began to see a period of growth which has continued over many years, although of course no supply house can be as generous as in those halycon days of yore.

My paper is only about 25 years old, yet I accidently discovered in a box in the basement recently the bill of sale for the original plant, including the newspaper press, all totalling exactly $600. It seems a far step from that to the purchase of such an item as a saw-trimmer—one comparatively small piece of modern machinery — at a cost of nearly $500; yet only a quarter of a century elapsed between the two incidents.

Seldom-Recognized Cause of Country Newspaper Prosperity

THE great change in the country newspaper field followed the installation of the composing machine, not because the country publisher felt prosperous enough to invest the required sum in a single machine, but because *that investment and other smaller ones which followed, compelled him to become a better business manager.*

As publisher, the country newspaper and job printing man may be apt to take especial notice of the new inventions with which he is equipping, and has equipped, his shop, as being most important in the progress of the printing and publishing business; yet I am believing that none of these attain the importance to the small-town publishing industry that did the invention of the gasoline motor. First it gave us cheap power and later cheap power and safe and convenient light. Finally it gave us the automobile, to which we owe today the great development in the field of small-town journalism.

No longer is the publisher from the fair-sized town the victim of the gibes of our city frater; for as a publisher, as an editor, and as a business manager, he has succeeded to financial independence while our city brother often is still merely a number on the payroll. The larger big city newspapers have approximately reached the zenith of their influence even though they may attain still larger circulations, because the bigger they grow the less personal they become.

J. P. O'FUREY

Publisher, Hartington (Neb.) Cedar County Weekly News

MR. O'FUREY is nationally prominent especially as the repeated winner of awards in newspaper contests, both as to apearance and contents. He publishes in a place of about 1,800 local and 17,000 county population, with a circulation of over 2,500 weekly. He has done unusually effective work in the press associations of his section and state, and also in the N. E. A.

ON the other hand, the county-seat and large-town weekly situated in a growing and aggressive community will continue to enjoy a sufficient growth to assure a constantly increasing prestige and influence and also assure financial independence to the publisher, yet will always retain that close communion with the readers that makes it a confessor and confidant, an advisor and a friend. If you will look in the bottom drawer of the city or country family trunk you will find there the brief clippings from the home-town newspaper stored away by the loving hands of mother, enthralled with an over-flowing mother love so generous that it includes the newspaper from which the clipping was taken.

Above all *ideals* are fundamental factors in the building of successful newspapers, for without them no newspaper really succeeds. Some papers may even attain a certain degree of merely financial success without ideals, but it is my judgment that newspapers must be dominated by idealists who are willing to sacrifice for the development of their dreams, and only in the measure of their sacrifice do they succeed.

It is impossible for an individual to direct the production of a successful newspaper and not permit that paper to carry to its readers the message of his life. I don't know how it is done, but I do know that it is so. And the reader who may never meet personally the chief executive of a successful newspaper builds up an image of the person he believes and wants him to be. *They can sense his weakness and his strength through his printed page and they will measure him as closely as though he stood before them.* And woe be his if he does not measure up to the ideal of his readers!

Practical Idealist Wins in This Profession and Business

THE successful newspaper must, then, be the product of an idealist. *But that idealist*, whose head is above the clouds—above the level of that of the inspiration of his fellowmen who are working on the horizontal—*must also have his feet planted solidly on the ground.*

This idea of a practical dreamer may seem rather incongruous, but history is full of their wonderful works in every walk of life. Founders of nations, great statesmen and warriors, successful business men—all of them have combined these two characteristics of idealism and common sense. *Step into the office of any successful newspaper and you will find there such an individual.*

He knows every phase of his business.

He understands the mechanical problems; he knows the secrets of buying and of selling.

He has a keen insight into the needs of his community—made up as it is of many conflicting interests.

He knows his readers and what they want, and sometimes what they don't want but should have.

Ten-Letter Word Spelling Success Is "Management"

THE individual who can develop a personality which will enable him not only to measure out the various ingredients correctly but also exercise great skill in the compounding of them together, and who has many other talents hardly recognized, is the man who has found the "ten-letter word meaning success." In the newspaper game that word is *"MANAGEMENT."*

WEEKLY USES FREE GAS STUNT FOR TRIPLE-EDGE PROMOTION

Whole Town Talked About It, Including Non-Subscribers; Distributors Furnished Fuel

By PETER HENRAN

THE Omak (Wash.) Weekly *Chronicle*, F. A. DeVos publisher, recently had some interesting experiences with a circulation and promotion plan called the "Free Gas Deal." It immediately got the home folks to talk about the *Chronicle* and brought in some subscriptions.

It is unusual among weekly newspapers to employ such methods; at least, many community papers have allowed that these stunts are all right for city papers, but that's all. Without any approval or disapproval of the Chronicle's stunt, its description will be interesting and possibly illuminating to other readers of *"NPJ"*.

ADVERTISEMENTS were carried, as well as brief stories, in the *Chronicle* offering *subscribers* of record—three each week—five gallons of motor car gasoline. Three automobile license numbers, selected at random and known to be on cars operating in Omak and vicinity, were put in the advertisements of regular advertisers. The subscriber finding his license number got five gallons of gas upon calling for it at the *Chronicle* office. Everybody concerned was happier, including the advertisers.

The license numbers of non-subscribers happened to be published, and they called into subscribe and get their gas in practically every instance.

SOME of the sidelights: Mr. De Vos remarked: "The paper got into all the places in town where persons congregate, and groups and even crowds could be seen scanning copies for the license numbers among the ads. A local distributor of gasoline furnished the 15 gallons per week. His name and the name of the gas were mentioned in the promotional stories, ads and dodgers which were used.

"Two competing gas companies did not relish the plan. One pulled out a dollar and a quarter ad. However, the total amount of gasoline advertising in the paper was considerably increased, including that of one of the unmentioned competitors of the gas we used.

"This little contest was purposely run blind the first week to arouse interest and it surely did; for several persons tried to work their license number out of the price figures in some of the ads. One person was so clever and observing, that the actually found the correct figures in the prices in the Omak Cash Store ad that made his license number.

F. A. DE VOS
Omak (Wash.) Chronicle

BENJAMIN FRANKLIN ESSAY CONTEST : : : :

THE International Benjamin Franklin Society, an organization devoted to the study of the life of Benjamin Franklin, has announced a *Benjamin Franklin Essay Contest*. It has offered to provide through the U. T. A. a gold medal to an apprentice in a printing establishment, or student in a printing school of at least six months' standing, for the best essay of from 500 to 1,000 words on the *"Autobiography of Benjamin Franklin."* The contest has now been declared officially open and essays may be submitted through the United Typothetae of America, Chicago. The announcement of the award is to be made next June at the annual graduation exercises of the U. T. A. School of Printing at Indianapolis.

RADIO ADVERTISING IS NOT IN SAME RANK AS NEWSPAPER

Publicity Manager of Large National Advertiser Tells Colleagues of Limitations of Popular "Time" Efforts

IN AN address before the annual convention of the Association of National Advertisers, D. D. Davis, secretary-treasurer of the Washburn-Crosby Company, stated that "Radio is becoming increasingly important and effective as an advertising medium," but at the same time he pointed out the limitations.

Mr. Davis' experience indicates that radio advertising is of the "personal contact" nature, and its effectiveness should be compared with house to house canvassing, cooking schools, food shows, etc. Mr. Davis considers radio advertising to be cheaper and more effective than these other forms of "personal contact."

IT IS a mistake for an advertiser to consider that he is getting national coverage with his advertising message simply because he receives replies from remote sections of the country, according to Mr. Davis.

He pointed out that the direct advertising appeal is acceptable to radio listeners only in the day time because the best radio programs are presented at night.

The number of listeners is usually overestimated because the range of a broadcasting station is far more restricted than one usually supposes, at least so far as practical value to the advertiser is concerned. Frequently broadcasting service is sold on the basis of the total number of owners of receiving sets, rather than on a reasonably accurate estimate on the number of listeners, or the number of owners possessing equipment of sufficient receiving radius to get the messages.

THE Washburn-Crosby Company has estimated that about 10% of the total number of listeners tune in on their service to get menus and recipes. It believes that advertising value comes from those who deliberately tune in to get the recipes rather than from the accidental listeners.

"Most newspaper men do not consider radio broadcasting as a directly competitive medium, although it undoubtedly does secure some proportion of advertising appropriations that might otherwise go to the newspapers," said an official of the Association of Newspaper Advertising Executives. "In fact, some newspapers are selling 'time' on their own broadcasting stations to advertisers. As a whole, the newspapers have given wonderful support to the radio industry, and have been largely responsible for its rapid growth."

National Send An Idea
PUBLISHER-PRINTER ROUND TABLE
Supervised by JOHN L. MEYER

CHASING ELUSIVE PRESS TREMORS

It's Not Always the Floor or the Building, Declare Experts; Other Causes to Look for in the Problem

LOOKING only to the floors and building construction, and like matters, when it comes to taking ahold of the sometimes staggering problem of press vibrations, is likely to prove an incomplete search. *"NPJ"* has had numerous inquiries about this. A number of remedies used by readers, in minor or larger troubles, have been published in the "Round Table." It seems as if a number of publisher: printers have the problem and are not tackling it, or delaying the work entailed. Anyway, the questions persist. Press manufacturers and distributors are getting them. The editor's files show a large literature on the subject. The following is based on a comprehensive article in the *American Pressman*:

When presses are put on floors that are not rigid then some vibration can always be expected and this cannot be wholly overcome except by properly bracing or supporting the floor so that it can carry the load and stand the shock. *Where presses are located on the first floor and the floor is not rigid enough to hold them, then individual foundations for the presses is by far the best arrangement.* Of course, the floor vibration can be minimized by the use of braces and the nature of the braces would depend upon the building. Concrete pillars or iron pipes may answer the purpose or steel beams supported by wood or iron pillars are sometimes used.

EXCESSIVE vibration injures the machine and should be eliminated, but it is not always possible for the pressman to have this done, as the most prolific cause of the trouble is undoubtedly traceable to weak floors, unsuited for printing establishments. Buildings especially designed for printers are provided with floors of ample rigidity and this feature is taken care of by competent building engineers who, incidentally, are usually adverse to supply general information on the subject except to their clients. To the building engineer who is called upon to construct a building especially for a printing concern the problem is not so complicated, but special attention must be given the matter of vibration in designing the type of building best suited for the purpose. *In large establishments the presses are advantageously placed so that the beds of some of them travel at right angles to others,* thus in a measure counteracting the tendency to vibrate the building.

You may have press vibration without floor or building vibration and this is due to improper adjustment of the plungers. On old presses the leather plunger heads may be worn, hard or cracked, thereby letting the air escape as the plunger enters the air chamber or perhaps the plunger heads need moving further toward the end of the rod so as to get more resistance. Then again you may have too much resistance.

These are more or less common adjustments for experienced pressmen but are neglected in many instances, just the same. They cause press vibration which in turn causes wear of machine and, when the floor is not absolutely rigid, vibration of floor which may not be noticeable of the machine was properly adjusted.

Cushioning the press by using felt, rubber or cork will not eliminate floor vibration but may in certain cases be advisable. There should be some cushioning between the press and a solid, rigid floor or concrete foundation but wood is generally used for this purpose.

TO SUBSTANTIATE our position on this we have obtained some views on the subject from press builders. One prominent press builder says:

"We know of one or two cases where a cushion of some kind has been placed between the press and the floor. In some cases rubber is used; in other cases, cork; and in one case we know of felt was used; but so far as actually reducing the tendency to sway the building no noticeable improvement was obtained. So far as the press is concerned there is no objection to placing it on rubber, cork or felt. About the only thing that can be done to the press to in any way minimize these conditions is to see that it is so adjusted that it runs freely and smoothly, and that the air buffers are nicely adjusted to the speed of the press."

THE PRESIDENT of a firm manufacturing platen presses says:

"We do not recommend the use of rubber as it acts only as a cushion and does not lessen the vibration or meet the requirements, and sometimes it will aggravate the situation. You speak of 'placing rubber strips between the skids and the floor.' Presses should never be mounted on skids for permanent use. They should be set down and bolted solidly to the floor, for the higher the machine is set above the floor, the greater will be the effect of the vibration. Placing the machine near the wall, or a column supporting the floor, or over a beam, as above suggested, are the only methods we know of to reduce vibration."

MR. ENGLISH, chief engineer of the Babcock Company, gives an interesting analysis of the subject as follows:

"The matter of floor vibration when a press is on a weak floor is oftentimes difficult to solve without actually strengthening the floor.

"This vibration is caused by the energy required to stop the bed. We ordinarily say that the bed is stopped by means of the bed motion and the air cushion, and that is very true, but the force which the bed is exerting is simply transferred to the bed motion and the air chamber and they, in turn, must transfer this force to the parts to which they are attached.

"Now you have a bed and form which may weigh half a ton, a ton or even more. You are moving it at a fixed velocity and the momentum which it acquires, due to its weight and velocity, is considerable; this momentum or force must be transferred from the bed through the bed motion, air chambers, frames, etc., to the floor so that the floor must eventually absorb the entire momentum.

"The direction of this force is in line with the bed and in addition it is a considerable distance above the floor and this, of course, tends to tip the press over endways, i. e., when the bed stops at the end of its printing stroke, there is a tendency for the delivery end of the press to raise up off the floor and a corresponding tendency for the feeder end of the press to push down into the floor.

"When the bed reverses at the other end, this tipping motion is reversed, consequently there is a continual tendency for the press to rock back and forth. Whether or not it actually does rock is entirely dependent on the stability of the the floor on which it stands. If the press is exceptionally

"NPJ" ROUND TABLE
(CONTINUED)

heavy, it rocks less, or putting it another way, it moves through less space, but the force is there just the same. If the press is very long on the foundation, the force is there just the same, but the leverage on the floor will be less.

"No matter what the external conditions are, you have a force tending to rock the press.

"A weak floor can oftentimes be strengthened by putting stringers underneath the press so that they stretch over a greater portion of the floor, and it is always best to get these stringers over as many floor beams as possible.

"Putting rubber between the press and the floor if the floor is weak will not eliminate the vibration, but on the other hand, putting an elastic substance between the press and the foundation when the press stands on a solid masonry foundation cushions the transferring of the momentum and oftentimes reduces the shock. This is why we always advise the use of planks between a press and a concrete foundation."

MANAGEMENT : ACCOUNTING

FRANK A. MUNSEY'S INVESTMENTS

From the *Editor & Publisher:* "Following is a list of newspapers Frank A. Munsey purchased during 35 years, representing a total investment of approximately $20,000,000. In 1920 Mr. Munsey said that his investments in newspaper properties aggregated $16,000,000.

1890. New York *Star* and New York *Continent* and started first tabloid, which he soon sold for a song. Costs unknown.

1901 New York *Daily News,* $500,000, junked in 1904. Also Washington *Times,* $200,000; sold in 1917 for $500,000.

1902. Boston *Journal.* Investment, $1,000,000. Sold in 1913 at low figure.

1908. Baltimore *News,* $1,500,000, subsequently sold to W. R. Hearst, 1922, price unknown. In the meantime Munsey had acquired Baltimore *American* and Baltimore *Star,* the latter being merged with the *News.* The *American* also passed to Hearst control.

1912. New York *Press,* $2,500,000.

1916. New York *Sun* and New York *Evening Sun,* $3,000,000, merged *Press* with *Sun.*

1920. New York *Herald,* New York *Evening Telegram,* Paris *Herald,* $4,000,000. Merged *Herald* with *Sun.*

1923. New York *Globe,* reported price $2,000,000. Merged with *Evening Sun.*

1924. New York *Evening Mail.* Reported price $2,000,000. Merged with *Evening Telegram.*

1924. Sold New York *Herald* to New York *Tribune,* reported price "in excess of $5,000,000."

CLOSING UP THE RAT HOLES

From suggestions made by the Business Committee of the Southern Newspaper Publishers' Association:

Saving a penny a day means saving more than $3 a year.

Saving a dollar every working day in each of ten different departments of a newspaper means the addition of more than $3,000 a year to the net profits.

During the mild fall weather in a certain southern city a newspaper kept its building warm by burning baled waste paper that had been saved for several weeks. Wrappers from newsprint rolls make good fuel. Old mats likewise have heat units.

Heating efficiency may be increased by frequent cleaning of the chimney and smoke pipes, daily scraping of flues, keeping sediment out of boiler and proper attention to the firing.

The person responsible for running the heating plant should be informed that he is to pay for the new set of grates when the old ones burn out through his failure to remove ashes.

In some states the railroads are hauling newspapers as baggage at rates as low as 35 cents a hundred pounds. Have you ever asked the traffic managers of the railroad lines in your territory why in the name of Heck you can't have the same privileges?

The breaking down of a delivery truck and a temporary arrangement for distributing carriers' bundles about the city by trolley cars has resulted in a permanent delivery arrangement that, through the elimination of one truck, will save a medium sized evening paper about $800 a year that was spent for truck and driver.

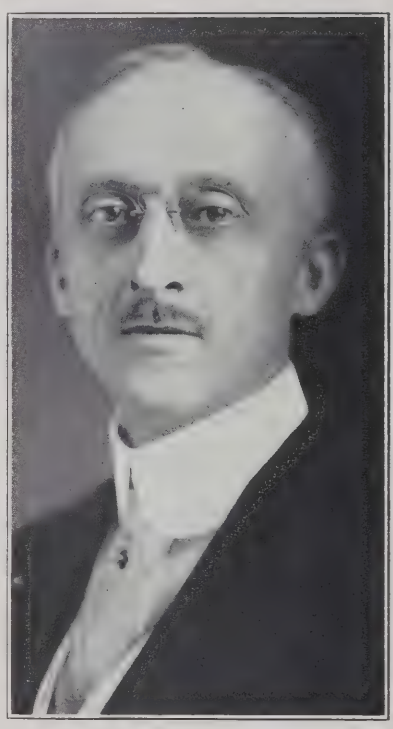
COMMUNITY BUILDING

BRINGS IN SOUSA, FOR CHARITY

The Corsicana (Texas) *Sun* brought Sousa's band to the city high school December 28. The entire net profits for the two performances were given to the United Charities as a gift to the poor of the city.

PETER A. BLOSSOM ENTERTAINS

The Past-President of the New York Press Association, editor of the Brockport *Republic,* and a light in N. E. A. and other associated work for the industry, gave a dinner not long ago to the Retail Merchants' Council of Brockport, attended by forty.



PETER A. BLOSSOM

Mr. Blossom gave a short talk on the proper relationship of the weekly paper to the community. He stated plans for a continual improvement in the paper, and asked for cooperation of the merchants, which would ultimately result to the benefit of the community, the advertisers, and the paper. He then called on a guest, who voiced the sentiment of the Council in thanking Mr. Blossom for the dinner, and for the offer to co-operate in the Council's activities.

A prominent advertising agent was then introduced and told the value of consistent and continuous advertising. He gave many points as to the preparation of advertising copy, and at the close of his talk answered questions.

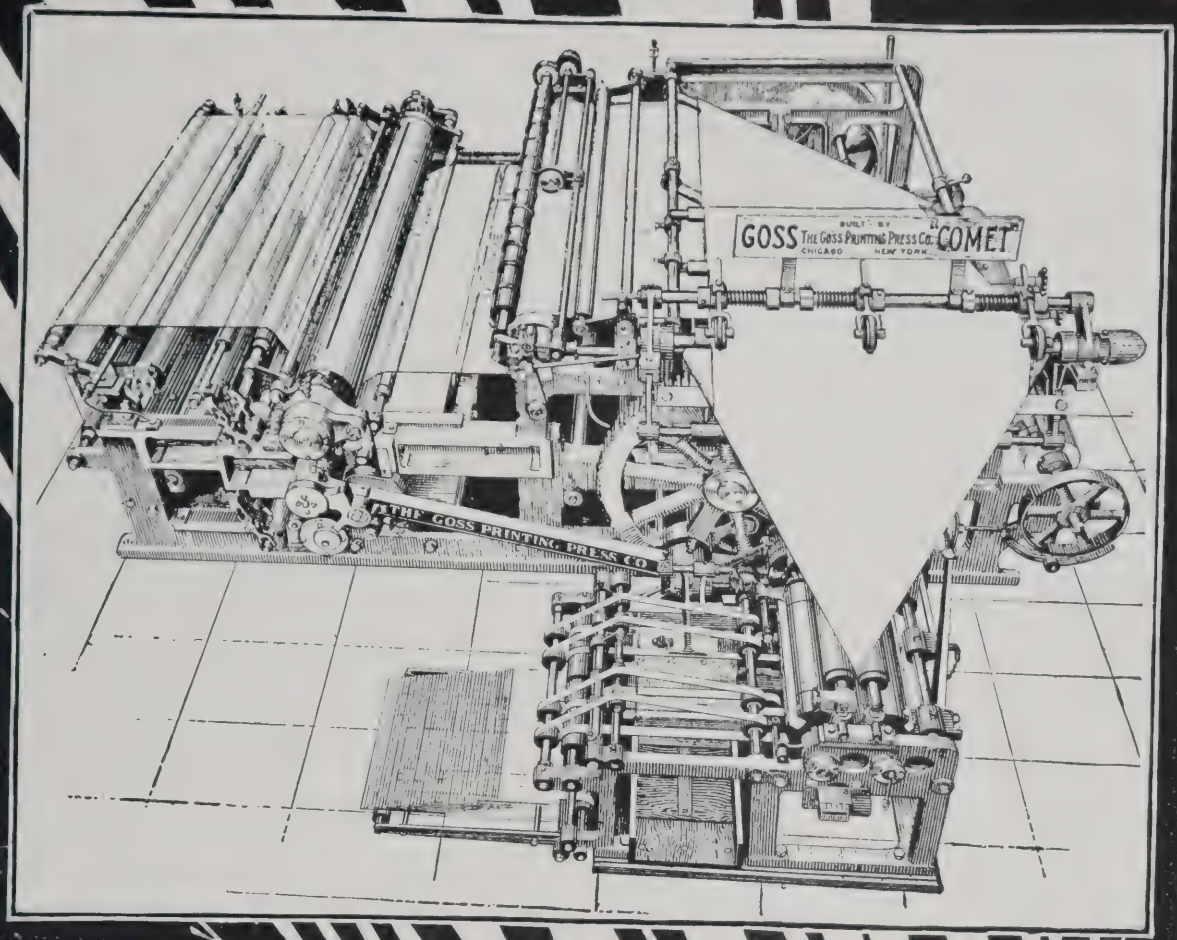
MR. & MRS. N. A. GERIG, the Mellette (S. D.) *News,* recently observed the sixteenth birthday of the paper under their management, and many came in to pay their respects—both advertisers and readers. The *News* reviewed its progress and took the opportunity to point out in a number of ways the co-operation received from the community. No mention was made of the struggles and hardships of the earlier days, in any way, but the entire observance was measured by gratitude.

SPREADS FAME OF NEBRASKA WEEKLY

"BUILD WISCONSIN," published regularly by the College of Agriculture, University of Wisconsin, Department of Journalism (headed by Prof. Andrew W. Hopkins) and sloganed as "the Little Partner of the Badger State Weeklies," gave the front page of the January 4 issue to the Hartington (Neb.) *Cedar County News,* J. P. O'Furey publisher. "Editor O'Furey's paper was declared the best all around community weekly in Nebraska," says the article, "and was also picked as having the best front page. Descriptive heads, with active verbs that appeal, and good page grooming are to the weekly what good grooming is to a man. The little country weekly may appear just as tidy as the large city daily. The country weekly may be likened to a caller who, when he comes unshaven and carelessly dressed, leaves a poor impression. Not always can the order and the make-up be similar to that of the *Cedar County News,* but farmers and townspeople are not slow to appreciate any effort made in the improvement of the weekly."

SANTA CLAUSE TO TEN THOUSAND KIDDIES

The Fond du Lac (Wis.) *Commonwealth,* eve. d., gave holiday matinees between Christmas and New Year's to some



GOSS "COMET"

Prints and folds 3,500 four, six or eight page papers — of 6, 7 or 8 columns—per hour. Built, guaranteed and serviced by the same organization on which the world's largest publishers rely.

Send for catalog

THE GOSS PRINTING PRESS COMPANY : : CHICAGO

The Goss Printing Press Company of England, Ltd., London

Messrs. Edwards Dunlop Co., Ltd., Sydney, Sole Australian Agent

"NPJ" ROUND TABLE
(CONTINUED)

10,000 little folks, tickets being presented by Santa Claus in person. Editor E. M. Jennison reports:

"In connection with the distribution of the tickets, the *Commonwealth* filmed thirty-six of the leading business houses of Fond du Lac. A time schedule for the filming was announced in advance and it was also announced that children present at the time the pictures were taken would be presented with tickets. As a result the streets were packed with children on Saturday, December 19, when the filming began and it was necessary for the police to assist in handling the crowds.

"It took two full days for Santa Claus to film the leading business houses of Fond du Lac and he then departed on a tour of the Fond du Lac trade zone covering some 966 miles and visiting more than sixty towns and villages, where he distributed tickets to the matinees to the eager youngsters who awaited his arrival. The film taken in Fond du Lac were shown at these special matinees on the 29, 30, and 31.

"During the Santa Claus tour special effort was made to visit the homes of all crippled and sick children. The *Commonwealth* published an announcement asking parents to telephone the office and turn in the names and addresses of shut-in children."

SELLING JOB WORK

DEVELOPING THE MARKET FOR PRINTING

From a recent issue of The Printers' Album, Challenge Machinery Co., Grand Haven, Mich.: "In the basement of a large office building is located a first-class restaurant. Recently, a progressive printing salesman was called to this restaurant to take an order for new menu-folders. While talking with the proprietor on the subject, the salesman suddenly thought of a new sales plan for the restaurant and immediately suggested it. The idea related to a daily menu card, featuring luncheon "specials," copies of the card to be mailed to all firms in the office building every evening in advance of the next day's luncheon. By this plan, firms in the building would receive in their first morning mail a copy of the daily menu card. Each card would contain the luncheon 'specials' offered according to its printed date.

"This idea was sold almost as quickly as it was explained. The printer received orders for the regular menu-folder, the daily luncheon cards, and envelopes to be used for mailing the cards. The mailing list for the cards was taken from the directory board in the lobby of the building. As a direct result of this selling plan the restaurant gained a larger number of patrons from the building. Later, the same plan was extended to other office buildings in the same neighborhood with good results : : :

"Among the regular markets for printing are those formed by churches and hotels. These markets are both sadly in need of development. Only a comparatively few first-class hotels have pictorial booklets and post-cards for free distribution among guests. Those which have such matter certainly are receiving a great deal of desirable advertising, and it is their patrons who pay the postage on the mailing of such printing! The average hotel has printed note-sheets and envelopes for the convenience of its guests, but why should it not also have illustrated booklets and picture post-cards for the use of patrons?"

KEEPING FROST OFF FRONT WINDOWS

Answering an inquiry: Let us consider first what causes frost to form. When a window pane that is cold comes into contact with warm air on the inner side of the window, it chills the air and causes the moisture suspended in the air to condense on the glass. The condensed moisture then freezes and causes frost.

The way, then, to prevent frost on a cold day is to prevent the condensation of the moisture. This can be done only by keeping the air on the inside of the window somewhere near the same temperature as that on the outside. You can accomplish this by building a partition at the rear of the window and shutting it off from the rest of the office. Through proper ventilation, by means of holes in the window frame, the temperature of the air in the window is equalized with that of the air on the outside. Most of the modern metal store-front fixtures are so constructed as to automatically ventilate the window in this manner.

Some rig up a heating device on the inside that melts the frost. Such an arrangement is extremely dangerous—first because such a device is often a fire hazard and, secondly, it often causes the glass to break.

Keeping the air moving by means of an electric fan may, to some extent, help to keep the frost off the windows. Under certain conditions this method may be satisfactory. Yet here again there is a danger of breaking the glass, especially if it is a large one. A constant blast of warm air against the glass from the inside, when there is a low temperature on the outside, sets up a strain due to the unequal contraction of the two surfaces of the glass that may result in a crack, should the glass be subjected to a jar or strain.

Some dealers paint the inside of the window with glycerine. This sometimes helps, but it covers the glass with a dirty or oily film that does not look well and is not effective in extremely cold weather.

PUBLICITY FOR PRINTING HOUSE

A holiday party was engineered in Topeka, Kans., by prominent young lawyers. C. L. Mitchell, sales manager of Crane & Co., printers, was called on for ideas. He offered to furnish them with a dance program with his advertisement on the back. They said he could print the entertainment program and the menu, too, and put in all the advertising he wanted. He put appropriate lines in small type under the men, the "wein

A MAN THERE WAS : : : : : HIS NAME WAS SMITH : : :

By Charles J. Kelly
Secretary-Manager, Spokane (Wash.) Typothetae

A MAN there was, his name was Smith (?)
Who, even as you and I,
In printing had followed the same old myth,
Even as you and I,
Of thinking that volume a profit would make
Who, a cut price job was willing to take,
Who, lived on the crusts instead of the cake,
Even as you and I.

This poor man Smith, at the end of years,
Even as you and I.
Found life 'stead of smiles, was mostly tears,
Even as you and I.
He thought o'er his life in the printing game,
With each year's deficit about the same,
With a hope for success that never came,
Even as you and I.

He thought of the chances which he'd passed by,
Even as you and I.
Of the cost system he'd never try,
Even as you and I.
Of the men who'd labored with him in vain,
To help him do business at a gain,
To reap the full product of his brain,
Even as you and I.

But this man Smith, most strange to say,
Was wiser than you and I,
A standard system put in one day,
Wiser than you and I.
And now he's riding atop a wave,
Some money each day he knows he'll save,
And his future road with comfort he'll pave,
He was wiser than you and I.

Now why not do as Smith has done,
Just between you and me,
And make enough money to have some fun,
Just between you and me?
Don't carry the shop, make the shop carry you,
Make it pay you what is really your due,
And have something to leave when you are through,
Just between you and me.

Success Bond

LETTERHEADS OF DISTINCTION! First impressions, gained from a business letterhead may even take precedence over the message typed upon the paper. The appearance, the feel, the crispness and crackle of the sheet, all conspire to create respect for the message carried on SUCCESS BOND.

It is a big favorite with banks, railroads, and insurance companies, because it is of a quality commensurate with their importance and, furthermore, it cuts cost.

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

BALTIMORE, MD.	J. Francis Hock & Co.	NEW ORLEANS, LA.	E. C. Palmer & Co., Ltd.
CHICAGO, ILL.	Marquette Paper Co.	NEW YORK CITY	H. P. Andrews Paper Co.
DALLAS, TEXAS	E. C. Palmer & Co., Ltd.	NEW YORK CITY	Clement & Stockwell
HOUSTON, TEXAS	E. C. Palmer & Co., Ltd.	OMAHA, NEBR.	Field-Hamilton-Smith Paper Co.
LOUISVILLE, KY.	Miller Paper Co., Inc.	PHILADELPHIA, PA.	Satterthwaite-Cobaugh Co.
MILWAUKEE, WIS.	The E. A. Bouer Co.	PORTLAND, ORE.	Blake, McFall Company
NEWARK, N. J.	H. P. Andrews Paper Co.	SPRINGFIELD, MO.	Springfield Paper Co.
TAMPA, FLA.	E. C. Palmer & Co., Ltd.		

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ *Names*

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 1873 QUALITY

"NPJ" ROUND TABLE
(CONTINUED)

karte" and the post prandial pages. The back cover was the dance program, eighteen numbers. Under each number Mr. Mitchell had lines like this: "Candles, Lunch Sets, Party Center Pieces—Crane's;" "Embossed Stationery, Monogram & Married Kind—Crane's"; and so on, including tally cards, party decorations, polychrome materials, dice, death notices, score cards, wedding announcements, birth announcements, confetti, calling cards, party favors, etc.

MANUFACTURERS : SERVICES

THE HANDWRITING ON THE WALL

Under the foregoing title, with the subheading, "Competition is forcing elimination of waste," The Miller Saw-Trimmer Co., Pittsburgh, Pa., has issued a circular on the Miller High-Speed Press, and the Miller Craftsman Unit. It is fully illustrated and contains some calculations to carry out the subject of the folder in rather striking ways. The various requirements for eliminating waste are stated briefly and pointedly, and the efficiencies of the machines set opposite to these. Miller Automatic Feeders and Miller Saw-Trimmers are also included, briefly.

MILLION IMPRESSIONS FROM ONE SLUG

From a recent issue of The Ludlow News: "A line of Caslon set on the Ludlow, recently was retired from honorable service by the *Evening News* Company of Bridgeton, New Jersey, after having completed 1,000,000 impressions. It was used as a heading on the classified advertising page and was set in 48 point. The impressions were made direct from the Ludlow slugs. R. E. Fithian, the editor and general manager, said:

"Next week will complete five months since we installed our first Ludlow and our foreman this afternoon brought to my attention a 94-em line of 48 pt. Caslon which with today's run passes the 1,000,000 impression mark and as you will observe is good for considerable duty yet if we decide to let it ride the limit before renewing the line. These impressions were all made direct from Ludlow slugs."

WESTVACO INSPIRATIONS NO. 11

This issue of the notable series covers: "The Color Photo for Accuracy;" "Book Jackets;" "Design in the Modern Poster;" "Printers' Flowers" (ornaments); "Ben Day;" "Mechanical Retouching;" "Printers' House Organs;" all composition being in Claude Garamond's famous faces, beautifully done, and every point thoroughly illustrated with fine cuts. The Westvaco papers used are Velvo-Enamel, Westvaco Super and Westvaco M. F.

WESEL'S NEW ADVERTISING MANAGER

F. Wesel Manufacturing Company, Brooklyn, N. Y., has appointed J. Emmett Cade as advertising manager, to succeed Norman S. Githens, now one of the owners of the Githens-Sohl Corporation, printing and advertising. Mr. Cade has been connected with the formulation of the merchandising policies of clients of the Harry S. Michals Advertising Agency. "Advertising merely for advertising's sake falls far short of its real possibilities and effectiveness. Advertising is productive or non-productive in almost direct proportion to the effectiveness of *the merchandising plan back of it.* Merchandising and advertising must correlate. Even now we see the tendency in the new direction."

J. EMMETT CADE

Mr. Cade was formerly advertising manager of the Diamond Rubber Company and was the first to apply the Ford idea to furniture production. He was also sales manager of the Newark Paraffine and Parchment Paper Company for two years.

WATCH YOUR OLDER PATENTS

The general trade mark law passed in 1905 granted the use of trade marks for a period of 20 years. Unless trade marks are renewed upon expiration of the 20-year period, they are subject to pirating. The United States Patent and Copyright Office has called attention to the fact that many foreign manufacturers are waiting an opportunity to pre-empt such trade marks as are, through oversight, not renewed by American manufacturers.

PAPER TEXTBOOK IS PLANNED

Thirty-seven Wisconsin paper manufacturers have contributed toward the preparation of a set of text books which will be used in the teaching of a course in paper and pulp manufacturing. The text books, probably the first of their kind ever to be published, are the work of the Technical Association of the Pulp and Paper Industry and the technical section of the Canadian Pulp and Paper association. They will be used in a course in paper manufacturing to be given under a joint arrangement of Appleton, Kaukauna and Neenah-Menasha mills in vocational schools of the four cities.

NOTED CRAFTSMAN'S TEXT PUBLISHED

The American Type Founders Co. has issued an attractive little booklet including a talk by Frank B. Stiles, superintendent of the Stetson Press, Boston, Mass., on *Composing Room Efficiency.* Here is one of his "bullseyes:" "With the cost of the minute steadily increasing, every step that can be saved in producing a job of printing means a step toward making it a black figure on the sales sheet instead of a red. There is nothing that takes the heart out of a compositor so quickly as hunting for spacing material. Employers, as a rule, do not realize that the weight of spacing material that enters into the make-up of a modern job of composition is much greater than that of the actual type."

F. E. MAY STRATHMORE'S PROMOTION CHIEF

Fred E. May has been made sales promotion manager of the Strathmore Paper Company, Mittineague, Mass., succeeding C. W. Dearden, resigned. Mr. May has been with the Srathmore company seventeen years.

A FEAST OF TYPE FACES

Barnhart Brothers & Spindler's Catalog 25, of new type faces, border designs, brass rule, specialities, etc., is a large, handsome volume—and a splendid ready-reference book. The

NPJ Celebrates 44th Birthday

From The Trade Press Bulletin

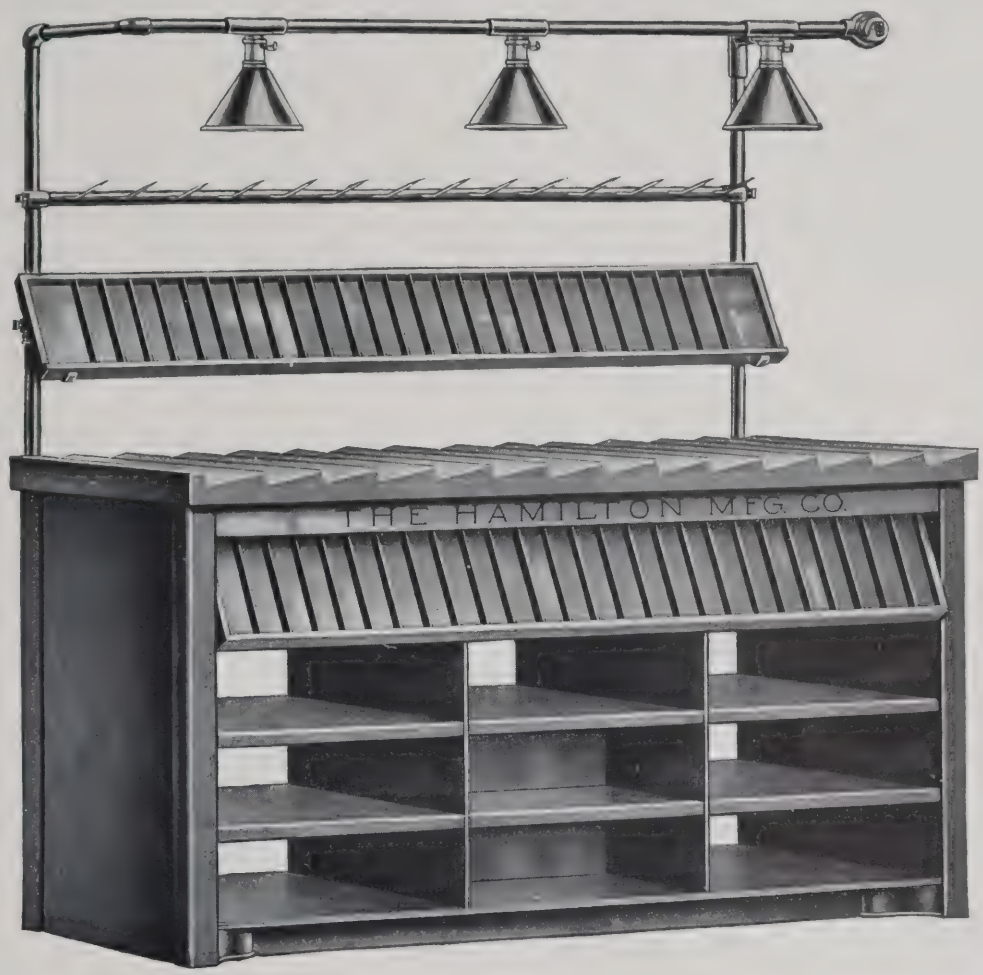
VOLUME 44 No. 1, was imprinted on the cover of National Printer-Journalist at the opening of the New Year. During the past year many new advertisers have appeared in its columns, and contracts have been concluded for a considerable number of new clients for 1926.

In the meantime, "NPJ" has grown remarkably in prestige, in every part of the United States and Canada, to judge by the many voluntary letters of approval being received by the editor.

Other publications in the field are adopting the editorial policy of *"NPJ"* which is to run only "experiences" and to omit all preaching. More than 200—and sometimes over 350—articles and items appear in each issue, containing actual, practical and proved experiences of printers and publishers, usually under the names of those contributing the material. In every possible instance, the trade names of machinery, equipment and services used in the experiences related are given in full; on the other hand *"NPJ"* has "stood pat" on a "no free publicity" platform, and has declined to run "write-up buncombe."

No. 15652 Dumping Table

(Wood No. 5652)



Standard 6-foot Dumping Table, complete as shown in illustration.

Galley Top (28 x 72 inches) accommodating fourteen full-length galleys; each sloping galley shelf 5 inches wide.

Overhead Bank has twenty-five 14-em and two 28-em compartments for spacing materials, dashes, etc. Adjustable in height.

Copy-Hook Bar at Top with fourteen hooks for copy. Adjustable in height.

Overhead lights controlled by switch as shown. (Supplied only as an extra.)

Take-Slug Rack with twenty-six compartments for 14-em measure underneath work bank.

Two shelves on each side of table (four in all) 12⅝ inches deep, for short galleys.

Seven shelves, full length, open through, for full-length galleys.

Height to working surface, 37½ inches; height over all (including light fixtures), 78 inches.

Floor space, 28 x 72 inches.

THE HAMILTON MANUFACTURING COMPANY

Eastern House: RAHWAY, N. J. TWO RIVERS, WISCONSIN

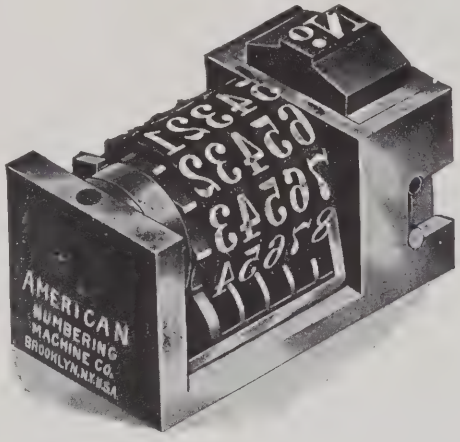
HAMILTON GOODS ARE FOR SALE BY PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

"NPJ" ROUND TABLE
(CONTINUED)

writer spent a most happy evening with the new volume recently. He was naturally interested extraordinarily in the section devoted to newspaper reading and headline faces, which are so conveniently put up for inspection. I have not yet seen such a complete and handy section of this kind. Its study by managing and news editors would help a great deal in disposing of much of the horrid typographical effects which come from the copy readers these days. The specimen head-lines are well done, too! The remainder of the book—and there is a great deal of it—fetches one up. The variety of faces, ornaments, etc., available today is surely ample for any taste and for all tastes. On many pages one finds splendid ideas for composition of every-day and special jobs which come to all printers. The pages devoted to the accessories and specialties, and the equipment of print shops are filled to the brim with good pointers for daily problems.—*J. L. M.*

ANOTHER SLANT ON NUMBERING MACHINES

In a circular entitled "Some Simple Arithmetic," the American Numbering Machine Company of Brooklyn, N. Y., calls attention to the extra profit which printers can make on numbered jobs of every description by doing their own numbering. Almost every printed form carries a number these days, the circular points out, for reference, identification, and bookkeeping purposes. Orders, checks, requisitions, index cards, stock certificates, bonds, invoices, receipts, labels, paper currency, tickets of every description, and many other articles of every day use—all are numbered. Many printers turn such jobs over to other printers or bookbinders for numbering instead of having numbering machines themselves. This procedure necessitates the double handling of a job. The arithmetic mentioned in the title is as follows: "The extra cost for numbering a printing job varies according to locality from 40c to 60c per thousand numbers. It is easy to see that a few fair-sized numbering jobs, totaling 50,000 numbers per month, averaging 50c per thousand, earn $25. In other words, the machines more than pay for themselves every month. At the rate of 50,000 numbers per month, the dividends or profits are calculated at more than 1200 per cent per year."



MODEL THIRTY

PRODUCTION ANGLES

DOES IT PAY TO SAVE TIEUP TWINE?

Use new twine, says a writer in the *Country Publisher.* It is a loss to use the same twine more than once, for the time spent in coiling and uncoiling costs more than new twine. Keep the twine in a box fastened to your frame at the right side.

A SCIENTIFIC TIEUP

Let us call the upper left hand corner of the farm, A; the upper right corner, B; the lower left corner, C; and the lower right corner, D. Start at A, holding the end of the twine in the left hand, and wind toward B with the right hand. The first time around cross the end at A, drawing the twine as tight as possible before taking away the left hand. Leave an end of about an inch. Wind the second round above the first, and keep above at each corner during the whole process. Cross the end of twine again at A. The third round pull the end out and wind above it, in which position you leave it during the rest of the operation.

At this stage the twine has nearly reached the top of the slugs. Push the form down and out from the edge of the galley, place a line gauge flat in the bottom front edge of the galley, and slide the form snug against the edge of the line gauge, leaving free access to all sides. With a composing rule push down the three rounds of twine at each corner to within a pica of the bottom. Proceed with the winding, never crossing what has already been done.

When you are within a pica of the top of the slugs, fasten the end of the string at D. Hold the twine tight around the corner; with a composing rule push the twine under all that has been wound; pull through enough to form a loop that you can get hold of and draw up snugly into the corner; finally, reduce the loop to half an inch in length by pulling up the twine, and cut off, leaving an end sticking up about half an inch long.

This form will untie like a new spool of thread and will "stand the racket" of handling.

NEW NEWSPAPERS, OFFICES, PLANTS

Gadsen (Ala.) Evening Star—Daily.
Russellville (Ala.) News.
Altadena (Cal.) Herald—Charles E. Decker, editor; William E. Perry, business manager.
Los Angeles (Cal.) Journal of Commerce—Daily.
Pasadena (Cal.) Morning Sun.
San Diego (Cal.) County News—Charles E. Murray.
Santa Yrez (Cal.) Valley News.
Woodland (Cal.) Independent.
Haines City (Fla.) Herald—Morning daily.
Ocala (Fla.) Central Florida Times.
Sandford (Fla.) Morning Signal.
Wewauhitchka (Fla.) Gulf Coast Breeze.
Chicago (Ill.) Sun—Daily tabloid.
Byers (Kan.) Broadcaster.
Hoisington (Kan.) News.
Cyrus (Minn.) Citizen.
Lewiston (Mont.) Montana Wheat Grower.
Troy (Mont.) Commissioners' Journal.
Manahga (Minn.) Messenger.
Staplehurst (Neb.) Sun.
Laconia (N. H.) Evening Citizen.
Hatch (N. M.) Rio Grande Reporter.
Ruckhoe (N. Y.) Record.
Minot (N. D.) Verkefingeren.
Laurelville (O.) Borner News.
Maumee (O.) Maumee Valley News—Weekly.
Seville (O.) Record—Daily.
West Jefferson (O.) Star.
Youngstown (O.) Catholic Bulletin of Eastern Ohio.
Henryetta (Okla.) News—A. R. Garrett.
East Stroudsburg (Pa.) Morning Sun—G. T. James, editor.
Olneyville (R. I.) News.
Knox City (Tex.) Knox County Herald.
Logan (Utah) Cache Valley Herald—Ralph R. Channell.
Williamsburg (Va.) Gazette.
Charlston (Wash.) Record—William E. Chamber.
Lander (Wyo.) Morning Chat.
New York (N. Y.) Landchar Press.

REBUILDINGS, NEW HOMES, ADDITIONS

Little Rock (Ark.) Times Printing Co.—In new home.
Bakersfield (Cal.) Californian—Building $100,000 plant.
Danville (Ill.) Comme cial-News—To build addition.
Morton (Ill.) News—In new plant.
Ellicott City (Md.) Times—Building home.
Hagerstown (Md.) Herald-Mail—To build.
Chatfield (Minn.) News-Democrat—In new home.
Madelia (Minn.) Times-Messenger—In new building.
Beaver Crossing (Neb.) Times—Bought new building.
Hartington (Neb.) Cedar County News—Building home.
Jamestown (N. Y.) Bergwall Printing Co.—In new home.
Salamanca (N. Y.) Republican Press—To build.
Schenectady (N. Y.) Gazette—In new home.
Kinston (N. C.) Free Press—Bought new building.
Ada (O.) Record—In new home.
Granite (Okla.) Enterprise—Building home.
Vinita (Okla.) Daily Star—To build.
Scranton (Pa.) Times—Erecting home.
Denison (Tex.) Herald—To build.
El Paso (Tex.) El Pueblo—Mexican daily.

FIFTY YEARS IN A COMPOSING ROOM

Andrew B. Adair, after completing a half-century with the Chicago (Ill.) *Daily News,* in the composing room, addressed a pamphlet to his associates, issued at the same time that the paper got out a special 64-page fiftieth anniversary number. Here is one of his paragraphs:

"One may wish no better good fortune for those who now compose the *Daily News* chapel, and the chapels of the future, than was the good fortune of those who composed the chapels of the preceding fifty years. Throughout those years there has been no backward step in the advancement of better conditions of employment and in advancing wages. For these

An *exclusive* New Monotype Old Style, designed by Sol. Hess and derived from an early type of Nicolas Jenson.

Monotype

Philadelphia

[Send for booklet describing Monotype Single Type]

Set in Monotype (Hess) Old Style and Italic, Nos. 242 and 2421, and Rule Nos. 6M80L and 6M40L

Here's the Solution of Your Standing Form Problem

We are pleased to announce that we have developed a CERTIFIED Printer's mat which may be molded in any standard platen job press. Certified Printer's mats are delivered all ready prepared—integral, homogeneous units in sheet form 20-in. by 24-in. They are not sheets of paper, matrix and tissue pasted together, and therefore cannot blister or blow up; they have inherent stayback which insures good printing plates.

The process is simplicity itself, the cost is nominal, and it offers publishers and job printers the solution of their standing form problem by freeing their capital now tied up in standing forms for productive work.

If you have a *platen job press* and a *casting box* you are equipped to mold your own Certified mats and to make your own plates quickly and most economically.

Full particulars and instructions will be gladly furnished upon request without any obligation on your part. Please use the attached coupon.

Free your capital from standing type and cuts by adopting the CERTIFIED COLD stereotyping process.

Certified Dry Mat Corp.

338 Madison Ave. **New York City, N. Y.**

For wet mat printing with DRY MAT facility — use Certifieds

MADE IN THE U. S. A.

TEAR OFF AND MAIL

Date

Certified Dry Mat Corp.
338 Madison Ave.,
New York, N. Y.

GENTLEMEN:

You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

NAME

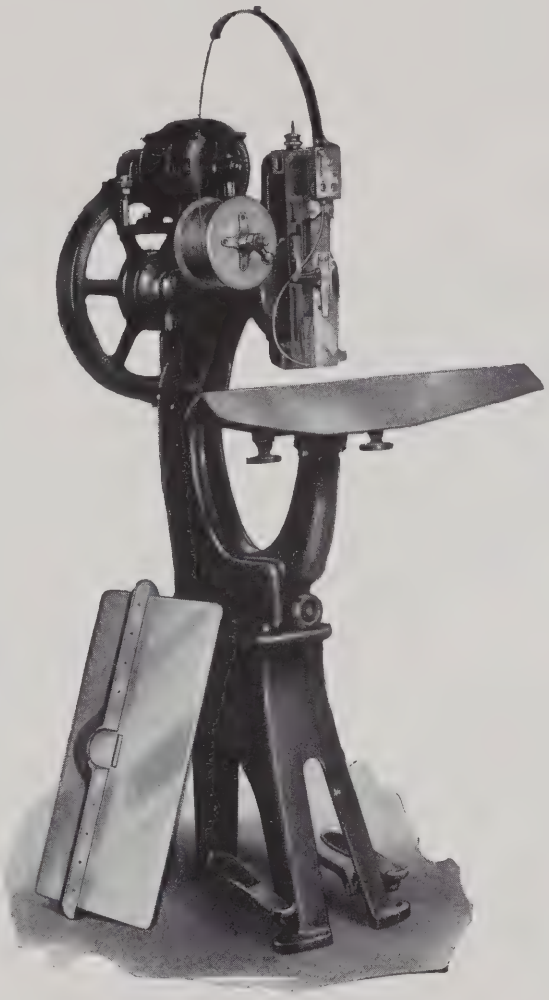
ADDRESS

By

Title

MORRISON "PERFECTION" WIRE STITCHERS

Built in Sizes to Meet Your Requirements



Shown above Model 5-A, capacity two sheets to quarter of an inch. A high speed unit capable of instant adjustment, using 25 to 30 wire with complete success.

Price Complete . . $250.00

Direct Drive Motor Equipment $60.50

◎◎◎

Sales and Service

◎◎◎

C. I. Johnson Mfg. Co.

Sole Northwest Agents

Saint Paul, Minnesota

"NPJ" ROUND TABLE

(CONTINUED)

things we are indebted to the chapels of the early past. Should not we of the present so conduct ourselves that future chapels will accord us credit?"

COMPOSING ROOM REPORT FORM

The following is used by the Indianapolis (Ind.) *Star:*

REPORT FOR WEEK ENDING.....19.....

	19.....	19.....
Total Payroll	$	$
Number Pages Printed		
Cost per Page	$	$
Number Forms		
News Matter Killed		
Ad Matter Killed		
Magazine Matter Killed		
Total Number Pages Produced		
Cost per Page	$	$

Remarks: .....

.....

.....

.....Foreman

LABOR COST (Only) OF COMPOSITION

The following cover reports made in a Southern Newspaper Publishers' Association survey, all dailies, as of a recent month. (It was found that many papers do not keep a record per pages *set,* but only per pages *run,* and have comics, etc.)

No. Pages Set	Total Wages	Page Cost	Inches Per Page	Inch Cost	No. Emp.	Open or Union
CIRCULATIONS UP TO 3,000						
188	$ 971	$19.36	147	.13	6	O
162	2,059	12.70	140	.096	6	O
488	2,094	4.29	168	.02	10	U
178	902	5.06	140	.036	5	U
CIRCULATIONS 3,000 TO 7,000						
310	1,437	4.64	168	.03	12	O
170	2,202	12.95	147	.08	7	O
218	1,238	5.68	164	.034	6	U
216	1,201	5.56	164	.034	7	O
411	3,370	8.20	164	.05	28	U
270	1,381	5.12	168	.03	10	U
262	3,267	12.47	168	.074	11	O
CIRCULATIONS 7,000 to 10,000						
316	1,434	4.53	160	.03	10	U
326	1,620	4.97	168	.03	9	U
438	2,659	6.07	168	.028		U
405	1,785	4.40	168	.026	11	U
CIRCULATIONS 10,000 to 20,000						
381	2,761	7.25	170	.043	16	U
297	2,233	7.52	168	.45	15	U
396	3,002	7.58	170	.045	13	U
517	4,604	8.91	168	.053	20	U
435	3,504	8.05	147	.054	18	O
700	4,865	6.67	168	.04	28	O
351	2,390	6.81	160	.042	13	U
440	3,590	8.16	168	.048		U
668	3,502	5.24	168	.031	19	U
372	3,118	8.38	147	.057	18	U
462	3,753	8.12	168	.048	26	U
517	4,214	8.15	154	.05	23	U
CIRCULATIONS 20,000 to 30,000.						
684	4,605	6.73	160	.04	26	O
440	4,213	9.57	170	.056	27	U
644	4,785	7.76	172	.045	32	
500	6,821	10.88	172	.063	28	U
CIRCULATIONS 30,000 to 40,000						
508	10,932	16.00	174	.09	35	U
614	7,003	11.41	170	.067	41	U
628	6,397	10.18	172	.059	36	U
CIRCULATIONS 40,000 to 50,000						
None						
CIRCULATIONS OVER 50,000						
685	7,449	10.87	170	.064	55	O
738	12,113	16.41	176	.093	61	U
720	7,749	10.76	168	.064	42	U
848	11,627	13.72	170	.087		U
1,054	12,230	11.60	172	.066	76	O
1,374	18,371	13.77	160	.086	95	U

SCIENTIFIC CHANGE OF TYPE DRESS

Six-½ point on a 7 point slug, replacing 6 on a 6½, has been adopted by the New York (N. Y.) *Times* for reading type. The change was advertised to subscribers in advance in all New York papers by the *Times.* Oculists and other scientists were consulted in threshing out the subject. A questionnaire went to 700 oculists. The composing room figured that the

"NPJ" ROUND TABLE
(CONTINUED)

change meant a difference of about 2 inches per column. The new face was specially designed. Headings were not changed.

JOURNALISM TEACHERS' MAKEUP IDEAS

At the annual in New York City, the American Association of Teachers of Journalism adopted, among others, the following resolution:

"We regard with satisfaction the progressive reduction in the size of the larger headlines and in the generally expanded typographical display which many newspapers adopted for obvious reasons during the World War, and we hope for a further reduction until normal typography in accord with the canons of reasonable taste and sound proportion is fully restored.

WAGES IN THE PRINTING INDUSTRY

From a survey of wage scales paid compositors in leading American and Canadian Cities, just before the holidays. Seven composites by sections showed an average wage of $40.45 per week.

"Composite No. 1 was made up of seven Pacific Coast cities as follows: Los Angeles, San Francisco, Everett, Seattle, Tacoma, Portland, Vancouver, B. C. The highest scale in these cities is San Francisco, paying $51.00. The lowest, Tacoma, at $40.60. Both union and non-union scales were used in each composite. The average of this group was $42.50.

"Composite No. 2 was made from these eleven cities: Denver, Des Moines, Topeka, Wichita, Duluth, Kansas City, St. Louis, Lincoln, Omaha, Madison, Milwaukee. The average of these was $40.46.

"Composite No. 3 was made from these ten cities: Chicago, Rockford, Evansville, Indianapolis, Detroit, Grand Rapids, Kalamazoo, Cincinnati, Cleveland, Columbus. The average was found to be $43.45.

"Composite No. 4 was made from the wage scales of fifteen eastern cities as follows: Bridgeport, Conn., Hartford, New Haven, Portland, Me., Baltimore, Boston, Worcester, Albany, Buffalo, New York, Erie, Philadelphia, Pittsburgh, Montreal, Quebec. Average scale for these was $39.41.

"Composite No. 5 was made from eleven southern cities as follows: Mobile, New Orleans, Wilmington, N. C., Oklahoma City, Columbus, S. C., Chattanooga, Knoxville, Nashville, Fort Worth, San Antonio, Norfolk. Average $35.99.

"Composite No. 6 was made from nine—those paying the **highest** wages in the country, as follows: San Francisco, Denver, Chicago, Detroit, Jersey City, New York City, Cincinnati, Cleveland, Pittsburgh. The average was $46.47.

"Composite No. 7 was made from nine cities paying the **lowest** wage scales, as follows: San Antonio, Quebec, Knoxville, Nashville, Chattanooga, Providence, New Orleans, Richmond, Grand Rapids. Average $33.47.

"These seven composites named above, pay wage scales of $42.50, $40.46, $43.45, $39.41, $35.99, $46.47, $33.47 respectively and give a total, which divided by seven (the number of group of cities) gives a composite or average of $40.45.

"There are thirty-four cities in the United States which pay $42.00 or more per week for compositors. There are eighty-five cities which pay from $41.75 to $31.00 to the same workmen. There are six cities which pay from $30.00 to $28.75."

ASSOCIATION PROGRESS

Association Elections

MASSACHUSETTS PRESS ASSOCIATION—President, Walter D. Allen, Brookline Chronicle; vice-presidents, James Wingate, Medford Mercury, Charles T. Hall, Everett Herald, Frank F. Prescott, Weymouth Gazette-Transcript; treasurer, Robert Osterhaut, Hudson Enterprise; secretary, Carl Prescott, East Weymouth; auditor, Ralph Metcalf, Belmont Citizen; historian, J. M. Marshall, Manchester Cricket.

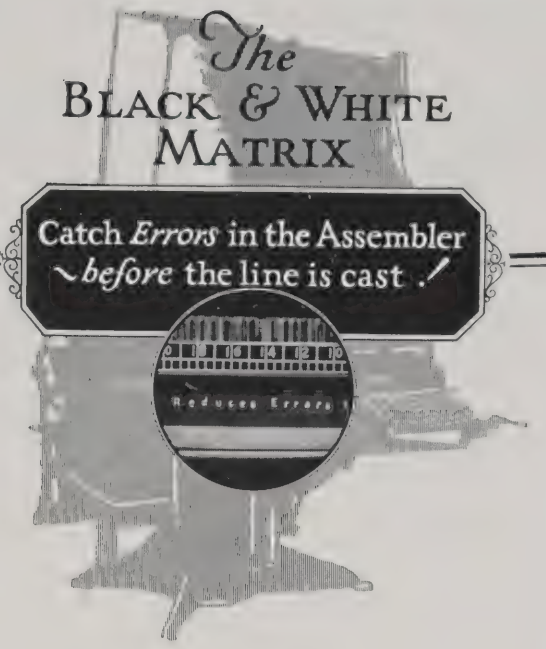
PRINTERS' SUPPLYMEN'S GUILD (Chicago)—President, J. P. Cline, Cline Electric Manufacturing Co.; vice-president, O. H. Kepley, H. B. Rouse & Co.; treasurer, Bertel O. Henning, sales agent; secretary (eleventh year) Charles H. Collins. (Mr. Collins was presented with a fine radio set.)

Association Dates

February

MICHIGAN PRESS ASSOCIATION, 4-6, Lansing.
NEBRASKA PRESS ASSOCIATION, 18-20, Hastings.
BRITISH INDUSTRIES FAIR, 15-26, London and Birmingham.
NEW YORK PRESS ASSOCIATION, 5-6, Syracuse.
MISSOURI REPUBLICAN EDITORIAL ASSOCIATION, 11, Springfield.

The Black & White Matrix



Something that everybody DOES NOT know!

ERRORS cost money—everybody knows that. Save errors and you will save money — everybody knows that, too. But here is something that everybody *does not* know! The Black & White Contrast Matrix saves money by saving machine-composition errors in the *natural* and *normal* operation of the machine. It stops a constant leak of non-productive dollars and cents. It earns money for every user.

Why continue paying for unnecessary errors? Why not put these extra dollars into your pocket? Let us prove our guaranteed saving of 25% of all machine-composition errors! Mail the attached coupon and we will tell you all about it.

Matrix Contrast Corp.
33 West 42nd Street
New York City

Mail this Coupon →

Date.....

Matrix Contrast Corp.,
33 West 42nd St., New York

Please send us PROOF that your Black & White Process will save at least 25% of all our machine composition errors. We understand this process will make money for us without actually costing a cent. Tell us how.

NAME .....

ADDRESS .....

NPJ

Johnsonized

Complete printing outfits furnished with all new material and machinery, or with Johnsonized machinery, depending upon the requirements.

◎ ◎ ◎

Hamilton Wood and Steel Composing Room Equipment.

Chandler & Price Gordons and Paper Cutters.

Challenge Machinery and Supplies.

Morrison Perfection Wire Stitchers.

Rosback, Portland and Burton Peerless Perforators.

Rouse Products.

Hand and Typographic Numbering Machines.

C. & G. Trimmiter, Miller and Trim-O-Saw Saw Trimmers, Multiform and Boice Crane Saws.

Kimble and A. K. Variable Speed Motors and also all standard motors for direct or alternating current.

Vandercook, Potter and Brower Proof Presses.

◎ ◎ ◎

C. I. Johnson Mfg. Co.

Saint Paul, Minnesota

Johnsonized Printing, Binding and Typesetting Machinery

"NPJ" ROUND TABLE
(CONTINUED)

INDIANA WEEKLY PRESS ASSOCIATION, 19-20, Indianapolis.
WASHINGTON STATE PRESS ASSOCIATION, 25-27, University of Washington, Seattle.
MINNESOTA EDITORIAL ASSOCIATION, 19-20, Nicollet Hotel, Minneapolis.
ASSOCIATED OHIO DAILIES, 2-3, Columbus.
BUCKEYE PRESS ASSOCIATION, 4-5, Columbus, O.
SELECT LIST OF OHIO DAILIES, 1, Columbus.
WISCONSIN PRESS ASSOCIATION, 11-13, Milwaukee.
SOUTH DAKOTA PRESS ASSOCIATION, 18-19, Sioux Falls.

March

FOURTEENTH ANNUAL NEWSPAPER INSTITUTE OF THE WASHINGTON PRESS ASSOCIATION, 4-6, University of Washington, Seattle.
FLORIDA STATE PRESS ASSOCIATION, (date not given) Alamonte Springs, Fla.
INTERSTATE CIRCULATION MANAGERS' ASSOCIATION, 16, Hotel Berkshire, Reading, Pa.

April

FIRST PAN-AMERICAN CONGRESS OF JOURNALISTS, 7-13, Washington, D. C.
GEORGIA PRESS ASSOCIATION, 21, Valdosta, followed by trip to Cuba.
DIRECT MAIL ADVERTISING ASSOCIATION, 7-9, Los Angeles, Calif.

May

UNIVERSITY OF MISSOURI JOURNALISM WEEK, 9-15, School of Journalism, Univesity of Missouri, Columbia.
IOWA PRESS ASSOCIATION, 6-8, Des Moines.
NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS, 4-6, White Sulphur Springs, W. Va.

June

NATIONAL EDITORIAL ASSOCIATION, June 30, July 1-2, Los Angeles, Calif.

July

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 26-31, Philadelphia, Pa.

August

NATIONAL ORGANIZATION OF NEWSPAPER FIELD MANAGERS, 25-30, St. Paul, Minn.
NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 25-30, St. Paul, Minn.

September

GRAPHIC ARTS EXPOSITION, Sept. 19-Oct. 1, 1927, New York City.
PRESS GONGRESS OF THE WORLD, 14-18, Geneva, Switzerland.

Newspaper Contests

HOW FEUDNER GOES AFTER CONTESTS

Will O. Feudner, Rushville (Ind.) *Republican,* got out a veritable bombardment of notice to the members of the Indiana Republican Editorial Association last month, to stir up interest in the newspaper contests at the winter meeting. There were contests for dailies and weeklies. There were mailing cards and folders on each kind, class and quality of contests—usually coupled with a mouth-watering description of the entertainment and other features of the convention itself. As a final shot, he sent out ample and strong mailing envelopes, return-addressed, in which to send in entries.

TELLS THE WORLD OF SUCCESS

J. P. O'Furey's paper, the Hartington (Neb.) *Cedar County News,* has been carrying this line in light-face under the front-page title: "Awarded Nebraska Press Association Field Managers' Cup by the State University as Nebraska's Best All-Round Weekly Newspaper."

M. LYLE SPENCER RESIGNS

The dean of the School of Journalism, University of Washington (State) will continue as head only until the the end of the current school year, after which he will devote his time to text book work. It is reported the legislature failed to provide ample funds for the continuation of the admirable work which this school has been doing, much of it in co-operation with the Washington Press Association, Fred W. Kennedy, manager. Mr. Spencer served on various large and small newspapers before accepting the teaching tasks at Washington.

NEW DUES SYSTEM FOR INLAND

Equalization of dues is at the bottom of a plan in use since January 1 by the Inland Daily Press Association. The new by-laws provide that there shall be minimum dues of $10 plus $3 per thousand circulation a year charged, when heretofore the lowest dues were $15. This rule prevails until the thirty

The Goes Bordered Blanks Are Real "Printers' Helps"

Every Business House in town is a prospect for

Goes
Art Advertising Blotters

Write for Samples

because they help printers to produce high grade printed products quickly, easily, and economically. They facilitate the production and enhance the appearance and value of Membership Certificates, Licenses, Permits, Guarantees, Warranties, Charters, Lodge Passes, Commissions, Coupons of all descriptions and thousands of other varieties of printed matter.

The Goes Bordered Blanks will help Printers to open new business channels and to secure better prices and longer profits for their work.

The Goes Bordered Blanks have been especially designed for type overprinting. They are lithographed in rich appropriate colors. The assortment includes 100 styles ranging in size from 2¾ by 6¼ ins. to 17 by 22 ins. —something for practically every conceivable purpose.

Samples and prices will gladly be furnished upon request.

GOES LITHOGRAPHING COMPANY, 47 W. 61st St., CHICAGO

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Stapleset Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

CET N GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

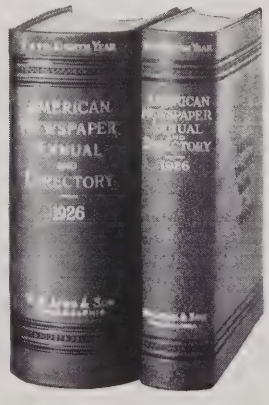
The 1926 Edition of the American Newspaper Annual and Directory

Is Ready for Delivery

The 1926 issue of the AMERICAN NEWSPAPER ANNUAL AND DIRECTORY is now ready in two editions. The one, the regular form and size with which the advertising and publishing fraternity is so familiar, at the usual price, $15.00. The other, a special limited edition on thin paper stock for the benefit of those who wish a smaller and lighter volume to conserve shelf and desk space.

This special edition will have a black binding, imitation leather, and will be priced $20.00. The contents are exactly similar, comprising all of the information and features of this old-established reference book with complete gazetteer information revised to date and latest population figures, with 350 lists of different classes of publications and over 100 colored maps.

REGULAR
Edition
Size
6¾ x 9¾ x 3⅛
Weight
7 pounds
PRICE
$15.00



SPECIAL
Thin Paper Edition
Size
6¾ x 9¾ x 1⅞
Weight
3¾ pounds
PRICE
$20.00

Carriage paid in United States and Canada.

An early order gives full service of the book and carries with it a copy of the Mid-Year Supplement free of charge. Further particulars on request of the publishers—

N. W. AYER & SON

PHILADELPHIA

"NPJ" ROUND TABLE
(CONTINUED)

thousand circulation papers are reached, when all having circulation of that amount and greater, are to pay $100. All dues, as heretofore; are payable semi-annually in advance. This change in dues will increase the revenues, which is necessary, for Secretary Tufford had been paying the expenses of the Inland since the first of October from his private funds, it is reported. A budget system also has been adopted. "Even the maximum amount thus raised, leaves the Inland scant funds to carry on the many valuable activities before it, and still makes it the lowest in dues of any association of like kind, in this country or Canada, and even lower than a number of state organizations," said Secretary Tufford in a recent bulletin.

THE BUSY MAN

IF you want to get a favor done
By some obliging friend,
And want a promise, safe and sure,
On which you may depend,
Don't go to him who always has
Much leisure time to plan,
But if you want your favor done,
Just ask the busy man.

The man with leisure never has
A moment he can spare,
He's always "putting off" until
His friends are in despair.
But he whose every waking hour
Is crowded full of work
Forgets the art of wasting time—
He cannot stop to shirk.

So when you want a favor done
And want it right away,
Go to the man who constantly
Works twenty-four hours a day,
He'll find a moment sure, somewhere,
That has no other use,
And fix you while the idle man
Is framing an excuse.

—N. Y. LEDGER.

NEW CO-OPERATION PLAN STARTED

Plans were recently adopted by the executive committee of the Southern California Editorial Association and the executive committee of the Franklin Printers Association of Southern California, whereby the two associations will unite in a program in behalf of the commercial printing industry in Southern California. Under the new plan, Managing Director Ben H. Read will also serve as executive secretary of the Franklin Printers Association.

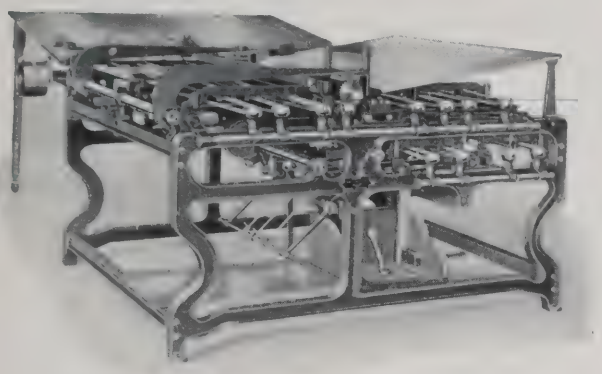
GRAPHIC ARTS EXPO PLANS UNDER WAY

Three floors of the Grand Central Palace, the main, mezzanine and third floors, have been contracted for by the Graphic Arts Exposition to be held in New York City, from September 5 to 17, 1927. The exposition will be held under the auspices of the New York Club of Printing House Craftsmen, endorsed by the International Association of Printing House Craftsmen. The Graphic Arts Conference Board, R. W. Nelson, president of the American Type Founders Company, chairman, will cooperate with the craftsmen in the staging of the exposition. The 1927 exposition will be the fourth exhibit of printers' materials to be held by clubs of Printing House Craftsmen. The first was held in Chicago in 1921, the second in Boston in 1922 and the third in Milwaukee in 1924. The eighth annual Craftsmen's convention will be held in connection with the coming show. The seventh convention will be held this year in Philadelphia.

Machine Sent On 30 Day's Trial

"We've told you that the Mentges No. 2 Newspaper Folder will come into your plant, handle the folding of your newspaper in an efficient and accurate manner, and keep on doing it year after year.

"We've told you that it is dependable, easy to adjust and operate and free from the usual annoying troubles; that its operating and upkeep costs are extremely low."



Convince Yourself!

The MENTGES FOLDER meets every possible requirement of the average small country newspaper. Built to last a life time.

Users Insist It Is the Best Folder Available Today

WRITE TODAY FOR CATALOGUE

THE MENTGES FOLDER COMPANY . . . . . Sidney, Ohio

"BUILDERS OF PROFITABLE FOLDING MACHINERY"

Colored and Black

INKS

for Every Purpose

FAMOUS

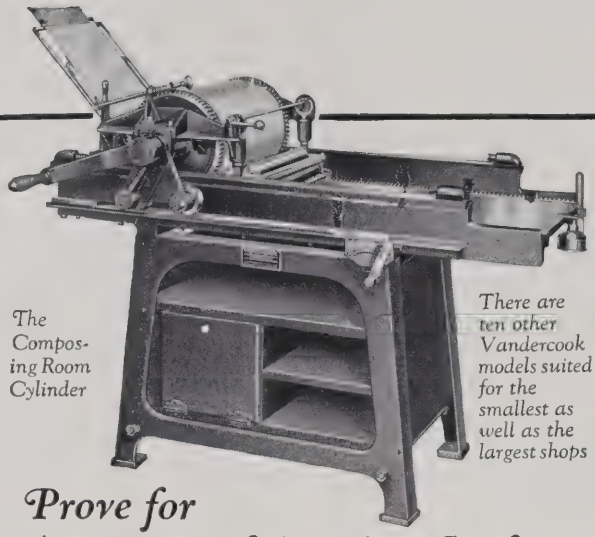
GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS
MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN
KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE



The Composing Room Cylinder

There are ten other Vandercook models suited for the smallest as well as the largest shops

Prove for

Accuracy of Printing Surface

As Well as for Typographical Errors

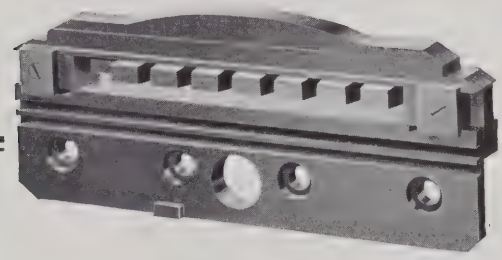
Vandercook Rigid Bed Composing Room Presses enable you to test electrotypes, engravings, etc., before the pressman gets the forms, and permits needed changes to be made without holding up your valuable producing presses.

WRITE FOR FULL INFORMATION

Vandercook & Sons *Originators of the Modern Proof Press*

1716-22 W. Austin Ave., Chicago, Ill.

The great majority of the largest newspapers, also the majority of the best books now printed in the English language, are assisted in the making by Vandercook Rigid Bed Presses.



Cut Your Ad-Alley Costs

by Installing a

STEVENSON FURNITURE MOLD

on your Linotype or Intertype

At no additional cost for gas, labor, or power you can cast

Unlimited Base and Spacing Material

Write for Special Offer.

Ashton G. Stevenson, Inc.

859 North Franklin St.

Chicago

"NPJ" ROUND TABLE

(CONTINUED)

MINNESOTA PROGRAM IS EXTENSIVE

Here's a specimen of the kind of bulletins issued by President H. Z. Mitchell, Bemidji (Minn.) *Pioneer* and *Sentinel*—and it also illustrates the strong program of the association:

AT a recent meeting of the executive committee of the Minnesota Editorial Association, we were authorized to issue a circular letter to all members cautioning them against a number of services now being offered the papers of the state, which in the minds of the committee, would bear the closest inspection. One service, presumable setting forth new ideas in science, being issued from the Twin Cities, bore all the earmarks of a propaganda carrier, mentioning in the sample releases business houses of different character.

Another service is supposed to portray for our benefit various outstanding characters in the state for use in our morgue. Were we to wait until the characters portrayed should die all would be well, but in many cases if we use them while those written up still live we are donating valuable space for which the owner of the service bureau is being paid. We know of at least one solicitation made when a fixed sum was specified for admission into the series which the papers were to "run."

The third plan that came to our attention has to do with a series of page advertisements promulgated by a co-operative organization, paid for by the local merchants following the solicitation of an outside representative or the organization. There may be some merit to the plan, it has not been presented for our inspection, but it should be carefully considered from all angles. Any plan through which the merchants pay more than your regular rate for space in your paper is unfair to them and to you. It is seldom you show the same interest in the advertising copy as in the advertisements you sell yourself, there is often something behind the scheme that leaves a bad taste and it throws advertising in ill repute. Scan all such plans carefully. If in doubt write officers of your association presenting all the facts and we will make an effort to find out the experience others have had.

In conclusion have you written your senator and congressman asking that the United States retire from the envelope printing business?

MORE ADVERTISING

RADIO ADVERTISING, BY MR. HOOVER

Says *Printer's Ink,* New York: "The essential reason why radio broadcasting is not and cannot be considered a legitimate advertising medium was stated by Secretary of Commerce Hoover in an address before the industry's recent convention at Washington when he said:

"'We hear a great deal about the freedom of the air; but there are two parties to freedom of the air, and to freedom of speech, for that matter. There is the speech maker and the listener. Certainly, in radio I believe in freedom for the listener. He has much less option upon what he can reject, for the other fellow is occupying his receiving set. The listener's only option is to abandon his right to use his receiver. Freedom cannot mean a license to every person or corporation who wishes to broadcast his name or his wares and thus monopolize the listener's set.

"'We do not get much freedom of speech if fifty people speak at the same place at the same time, nor is there any freedom in a right to come into my sitting-room to make a speech whether I like it or not.'

"Broadcasting stations are doing this very thing by entering the home with paid messages and causing the owner of receiving sets to abandon complete use of them. And they are claiming the right to do so under the cry of 'freedom of the air' and by asking the question: 'The Government doesn't censor the printed word. Why should it censor the spoken word?'

"Through his Government the listener has given franchises to broadcasting stations. Those stations are therefore responsible to him. Consequently, it follows that sooner or later radio legislation, of which there has been none since 1912, a year that long antedates modern radio, will recognize the fact that the listener must be protected.

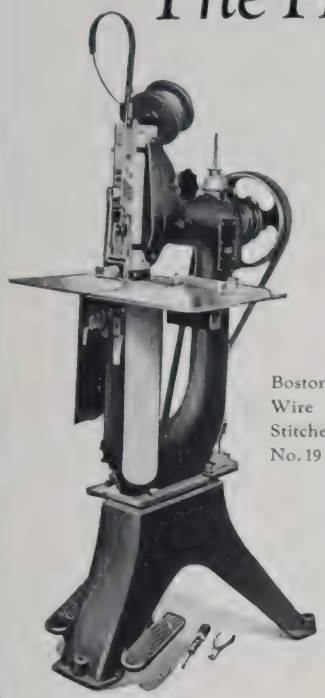
"Public interest is the basis upon which the prosperity of the radio industry depends."

JURY FOR THE YEAR'S ADVERTISING

The Jury of Award for the Harvard Advertising Awards, founded in 1923 by Edward W. Bok, has just been appointed by Dean Wallace B. Donham of the Harvard Business School, to make the awards for the current year. Those who will serve are: Henry J, Allen, owner and publisher of the Wichita (Kans.) *Beacon;* Bruce Barton, Barton, Durstine & Osborn, New York; Neil H. Bordon, assistant professor of advertising, Harvard Business School; M. T. Copeland, professor of marketing, Harvard Business School; Mac Martin, president Mac

FOR CONTINUOUS WIRE STITCHING AT HIGH SPEED

The Heavy Duty BOSTON No. 19



Boston Wire Stitcher No. 19

Durability and *Efficiency* were the thoughts back of the designing of the No. 19 BOSTON Stitcher. Flat work to a full half inch and all classes of saddle stitching are handled by this new BOSTON model.

Maximum speed, 300 stitches per minute. Working parts singly adjusted. Wire used, No. 28 to 24 round; 21x25 and 20x24 flat. Floor space, 26x28 inches. Overhead belt or electric motor drive.

AMERICAN TYPE FOUNDERS COMPANY

General Selling Agent

Sold also by Barnhart Brothers & Spindler, and in Mexico and South America by National Paper and Type Company

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC TEAGUE BORDERS

THE ROSBACK
NEW MODEL
FOOT POWER PERFORATOR

(ROUND HOLE)

Showing Feed Gauge Attached

Inlaid tool steel hardened die, guaranteed for five years. Micrometer adjustment table gauges. A special features for close to the edge perforating. Makes a perfectly round hole. No staggered holes. Every known feature for increased production. No advance in price over old model - - - ROSBACK QUALITY.

BUILT BY

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

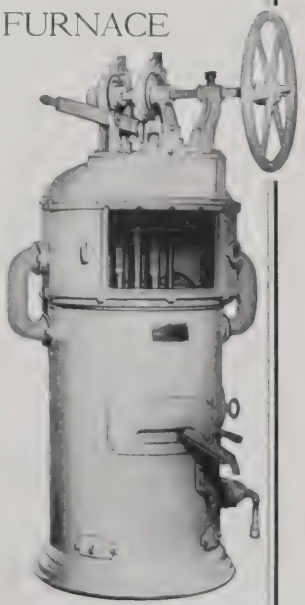
For Sale by
Dealers Everywhere.

Every Newspaper Plant

can profitably install

Monarch Monometer

RE-MELTING FURNACE



THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas—eliminates harmful fumes—retains tin—and reduces dross to a minimum.

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

THE "Monometer" is built in standard sizes of 500, 1,000 and 2,000 pounds and up to 5 ton capacity.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

MASS CIRCULATION CLASS

Which has the call on local and national advertising?

THE FACTS ARE—

The space buyer would rather reach a THOUSAND people who can spend a few dollars, than a FEW people who can spend a thousand dollars.

CLEAN CAMPAIGNS
EXTRA PROFITS FOR YOU

$241,202.00 in Cash

45,101 New Subscriptions

Represents the business secured by this organization in our last 30 campaigns—

YOU can get in on these results.

We can offer service for February and March.

WRITE *"21 years doing one thing well"* WIRE

PACIFIC COAST CIRCULATION SERVICE
Bell Block **Cincinnati, Ohio**

Measure the Value

Of A Trade Paper
— TO YOU —
Not Only by Its News and Features But Also by the QUALITY OF ITS ADVERTISING

"NPJ"
Stands on This Test!

"NPJ" ROUND TABLE
(CONTINUED)

Martin Agency, Minneapolis; Malcolm Muir, McGraw-Hill Co., of New York; Stanley Resor, president J. Walter Thompson Company, New York; Tim Thrift, American Multigraph Sales Company, Cleveland; and C. K. Woodbridge, president of the Associated Advertising Clubs of the World, and president of the Dictaphone Corporation. These men and their firms are debarred from the competition.

ADVERTISING HEADINGS ARE CHANGING

University of Wisconsin psychology students studied advertisements in magazines from 1900 to 1920, and found:

1. That the average length of words in headlines decreased from 6 to 4 units.
2. That the use of all-capital letters in headlines decreased from 30 per cent to 4 per cent; that the use of all-lower case letters decreased from 20 to 1 per cent; and that the use of capital initial letters increased from 50 to 95 per cent.
3. That 36-point type is most used.
4. That the firm name, as a caption, is disappearing.
5. That the name of the article in a headline is most used; and indirect heading is second in use; and command and question headlines are increasing in use, especially in small size ads.

Local Advertising

HELPS ADVERTISERS, AND BUILDS VOLUME

The Des Moines (Ia.) *Capital* printed a diagram of the downtown business section of Des Moines and marked the locations of 26 firms by numbers properly placed on the diagram. A further means of identification was provided by 26 numbered paragraphs on the page, containing slogans or descriptive phrases regarding firms. Prizes for the neatest and most unique correct answers were offered.

INTERESTS FARMERS IN SPECIAL EDITION

The Cobleskill (N. Y.) *Times,* Charles L. Ryder, publisher, recently issued a "Progressive New York" Edition, selling display advertising to farmers in their territory at $1 per inch and giving them liberal "write-ups." The *Times* is a semi-weekly.

LUNCHEON CLUB MEMBERS ADVERTISE

The Yonkers (N. Y.) *Statesman* has a full page every Wednesday, the meeting day of the Lion's club, under the heading, "The Lions Roar," filled with advertisements of local advertisers who are members of the club. Biographical and other matter is put in the center of each page. This plan could be utilized, writes a member of the A. N. A. E., with other clubs of this kind such as Kiwanis, Rotary, Civitan, etc.

SLOGAN CONTEST WITH NEW CURVES

A successful Slogan Contest was put over by the Petersburg, (Va.) *Progress-Index* which netted eight pages of advertising. Prizes were distributed in connection with correct answers, and there were also prizes of $5, $2 and $1 for the best ads of 100 words or less written for merchants participating in the Slogan Contest. Theatre tickets were also distributed in connection with the Contest. Practically every line of business was represented in these pages.

FOR CHANGES IN SHOPPING DAYS

The Bonnet-Brown *Scarab* reports this: "Convinced that there is absolutely no reason why people should do their heaviest shopping the latter part of the week, the Worcester (Mass.) *Telegram-Gazette* has undertaken a campaign that promises to do its merchants-advertisers some good. It is conducting a contest urging readers to write essays, of not more than 150 words, on the question—

"WHY IS MONDAY THE BEST DAY TO SHOP?"

"In its full page announcement of the contest, the *Telegram-Gazette* offered some mighty good logic in support of its idea. The copy, amongst many other reasons, emphasized the fact that:

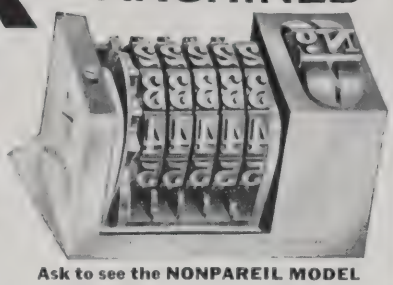
" 'Shopping on Monday is easier, quicker and more pleasant than on any other day of the week. The goods are there. The sales forces, refreshed by rest, are alert and keen. There is time and space and comfort. You can get what you want in the way you want to get it!' "

Boston Model WETTER NUMBERING MACHINES

Will Stand Up to the Most Exacting Conditions

Boston Model, 5-Wheel . . $16.00
Boston Model, 6-Wheel . . $18.00
Nonpareil Model, 5-Wheel, $11.00
Nonpareil Model, 6-Wheel, $14.00

Sold by all dealers



Ask to see the **NONPAREIL MODEL**

Wetter Numbering Machine Co. Atlantic Ave. and Logan St. Brooklyn, N.Y., U.S.A.

There's no magic about classified growth — but a lot of real science!

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Packard Building Philadelphia

The Potter is more than a Proof Press

Potter Proof Presses are preferred by many publishers for the excellent advance proofs they will make for the use of advertisers.

Sheet grippers and guides permit of a quick positioning of a form as to sheet margins. Small-run jobs are often so printed with the utmost economy.

There are three sizes of Potter Presses: 12 x 25-in.; 17 x 25-in.; and 25 x 25-in. All are supplied with or without mechanical inker.

HACKER MANUFACTURING CO.
320 S. Honore St. Chicago, Illinois

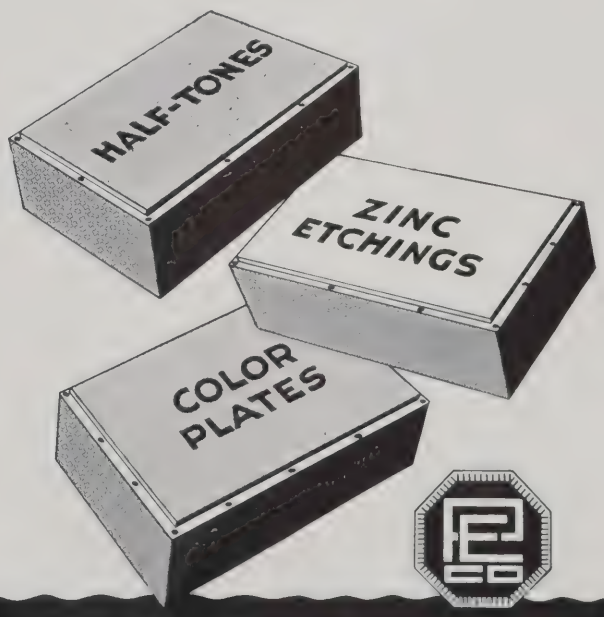
SPARTAN TYPE METALS

THE PRINTING WORLD RECOGNIZES THE SUPERIORITY OF SPARTAN AND WE RECOGNIZE OUR RESPONSIBILITY

For
Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.
PHILADELPHIA
Since 1866



PREMIER ENGRAVING CO.
Designers - Illustrators
Photo Engravers
PHONE GRAND 1231 -- 814 WINNEBAGO ST.

THE ACME

No. 6½ Staple Binder

A Most Efficient Binder for Printers. It Is Compact, Reliable and Rigid.

This machine binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire. It has a straight downward pedal stroke, and the only adjustment necessary is for different degrees of work. It also has a ten inch reach for the insertion of work. Staples are packed 5,000 to the box.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894

"NPJ" CONVENIENT PRACTICAL

More Actual Experiences
Less Spouting Theory
(Per Square or Column Inch, 13 or 20 Picas—Any Size, Any Number of Pages, Colors or Fangdangles)

Than Any Publication
Or, Kind of Publication

That's the Aim of

NATIONAL PRINTER-JOURNALIST

And, We Hit the Bulls-Eye

"NPJ" ROUND TABLE
(CONTINUED)

BANK URGES CHURCH ATTENDANCE

Arkansas City (Ark.) newspapers are carrying "Go to Church" advertisements paid for by a bank. The vice-president of the Home National Bank said he was "old-fashioned enough to think that going to church is good for anyone," and that a strong church-going community is a better banking community. This executive went to the office of the *Traveler,* and made the proposition that the paper match the space bought by the bank each Saturday and run a "Go to Church" sermon. The *Traveler* took up the proposition and now on the editorial page of every Saturday edition can be found a "Go to Church" sign followed by other information about the local churches over the name of the Home National Bank. Pictures of every church in the town have been used in this space. Editorials and statistics about the churches are to be found a part of the advertisement each week.

PHYSICIANS PAY FOR SOME ADVERTISING

From the New England Dailies Press Bulletin: "Forty-five physicians of fifty-six canvassed in Richmond, Ind., are financing a co-operative advertising campaign calling for series of twenty-six pieces of copy in newspaper space.

"Idea of the campaign is basically this: The physician should always be at the beck and call of the sick; should be thoroughly informed on all phases of modern medicine; should attend special clinics, and should devote time to special research and observation work; but the public should pay him for his work and pay promptly.

"Statistics show, according to the man who originated and copyrighted the copy used in this campaign that less than 10 per cent of calls made by physicians are paid for when call is made, and that 75 per cent of all calls are not paid for within thirty days.

"Here was a condition which advertising could correct.

"It was because the physicians saw that a sustained advertising campaign had the power of speeding up collections and thereby bringing returns that they gladly financed it."

Who will, or who has already tried out this plan? Please write *"NPJ."*

National Advertising

ARE THE PUBLISHERS RIGHT OR WRONG?

From the University of Oregon press bureau: "Keep home trade for home merchants,' is the motto of most weekly newspaper men, according to an article by Thomas Nelson, publisher of the *Junction Times* in the June issue of Oregon *Exchanges.* But to Glenn E. Hoover, assistant professor of economics in the University of Oregon, this proverb 'means on one of the oldest, most prevalent and insidious of all economic fallacies.' Dr. Hoover asks:

" 'Does either duty or economic interest lead one to buy at home what can be bought more cheaply elsewhere? I believe that to this question the answer of the economists is a unanimous and resonding *NO.*'

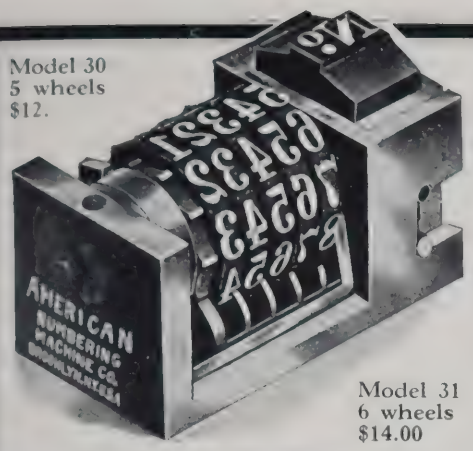
Dr. Hoover points out that the economic advancement of society is largely due to the division of labor and the increased production of goods and services resulting from it. Adam Smith well expressed it, in a statement now become classic, 'The division of labor is limited by the extent of the market.'

" 'Anything that limits the size of the market or the trading area, hampers the division of labor and tends to reduce the volume of such goods and services,' writes Dr. Hoover. 'Sound economic requires that each man and each locality should specialize in the things that he or it can do best, and the way in which society automatically locates them in that line of employment is by comparing prices. Duty and self-interest then unite is saying that every man should buy in the cheapest market and sell in the dearest.' "

ASSOCIATED SPACE PLANS ABANDONED

The *Inter-Mountain Press,* published for the Colorado association, in a recent issue says: "At the meeting of the Executive Committee of Colorado Editorial Association the committee was advised that the *Inter-Mountain Press* had discontinued active missionary work for the use of Colorado newspaper space by Denver and other advertisers, under the Space Plan, the reason being that without the friendly support of the officiary of the association it was not possible to conduct the work except

Model 30
5 wheels
$12.



Model 31
6 wheels
$14.00

1200% Per Year

For Printers Investing $24 in Two 5-Wheel Typographic

American Numbering Machines

The demand for numbered jobs increases daily—Number while you print —Save the entire cost of numbering

A few fair size jobs totaling 50,000 numbers per month earn $25 —12 months $300.00—

Per 1200% Year

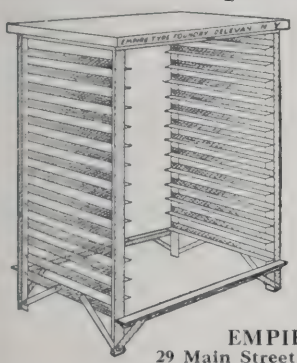
A profit that no printer, large or small, can afford to overlook.

In stock and for sale by all branches of American Type Founders Co. and printing machine dealers.

AMERICAN NUMBERING MACHINE COMPANY
SHEPHERD AND ATLANTIC AVES., BROOKLYN, N. Y.
Branches: 123 West Madison Street, Chicago, Ill. Blackfriars House, New Bridge St., London, Eng.

Specify AMERICAN when ordering

All-Iron Composing Stand *and* Top



Stand is 38 in. high, 36 in. wide, 20 in. deep. Holds 14 full-size lip front cases. Dark green baked enamel finish, hot riveted joints.

Polished Steel Imposing Surface 24 x 38 in. A joy to work on and will last a lifetime.

Price of Stand $18; Top $18; or both at one time, cash with the order $35

Compare this price with our competitors' and do your own thinking. Money refund guarantee, you being the judge.

EMPIRE TYPE FOUNDRY,
29 Main Street, Delevan, N. Y.

SELLING AGENTS FOR

Electric Welded Chases

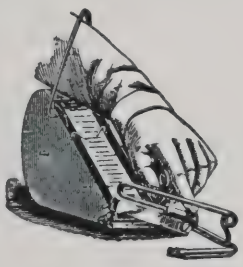
Proof Presses
Vandercook Proof Presses
Perforating Machines
Ortleb Ink Agitators
O. K. Paper Cutting Knives
Folding Machines
Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters
and other Press and Composing Room Equipment

DEALERS IN

New and Rebuilt Cylinder and Job Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.

MILWAUKEE, WISCONSIN



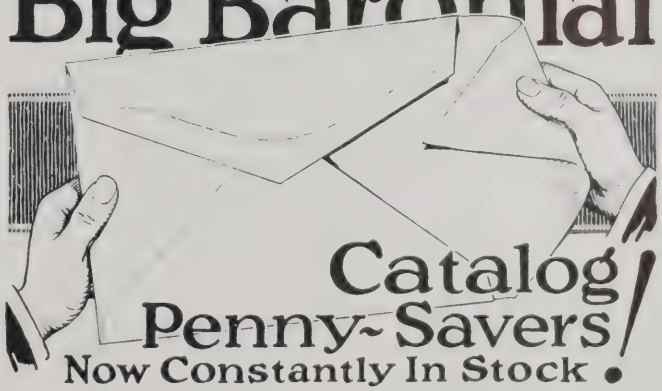
THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

Big Baronial



Catalog Penny-Savers

Now Constantly In Stock

It's an innovation—and a classy one. White Baronials (our splendid "Elk" grade) made "oversize" for your customers' largest catalogs, booklets and big announcements. Made in both full gummed and "penny saver" styles!

Staple Baronials—if you can get them at all—usually stop at 5½x7½, but here are these big whoppers in four additional numbers—6x8½, 6x9, 6½x9½, 7½x10—looking like "specials" but ready in stock for instant shipment.

New Price List No. 28—Free—is packed with equal examples of Western States advanced service.

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

HOWARD LEDGER — HOWARD ENVELOPES
HOWARD LAID BOND

HOWARD BOND
WATERMARKED

"THE NATION'S BUSINESS PAPER"

Howard Bond is particularly adapted for letterheads, billheads, and for all office forms. Its high quality combined with its moderate price makes it popular the country over.

Compare It! Tear It! Test It!
And you will specify it!

Manufactured by

THE HOWARD PAPER CO.
URBANA, OHIO

New York Office
280 Broadway

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10 S. La Salle St.

Don't "Try" Another Feeder
When You Know

The Margach

Will Make Good

MARGACH
METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince You

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

"NPJ" ROUND TABLE
(CONTINUED)

at a heavy loss which the publisher did not feel justified in carrying. : : : Being out of sympathy with a purely sentimental program, the *Inter-Mountain Press* will continue to render such practical assistance as it may be able to the press of the state, and to aid propositions which its experience has shown to be less practical, but which are nevertheless desirable.

NEBRASKA PUBLISHER GETS THE ORDER

From the N. E. A. *Bulletin*: "A prominent Nebraska publisher, in a small city, writes that his postmaster sold 57 thousand printed envelopes in 1924, and 46 thousand in the first eleven months of 1925. He adds that the sale of plain stamped envelopes was much greater than of the printed ones. A local seed house had been using an average of a thousand stamped envelopes a month, and expects to double this number during the coming year. This publisher promptly got the idea, which is true, that the chief reason why so many stamped envelopes are used is because large users don't have time to lick stamps. So he proposed to the seed house that he would print envelopes for $2.50 per thousand, adding the cost of the plain stamped envelopes, and deliver them as needed. He was promptly taken up. Now he is going after other users. One of his main arguments is that he can print anything that is wanted, in any style desired, instead of the stereotyped three lines required by postal regulations. He is strong for doing away with government printing of envelopes, but he thinks printers have the matter largely in their own hands, if they will do after the business.

BETTER CIRCULATION

TACK-MAPS ARE RECOMMENDED

A bulletin to editors by the Wisconsin University Agricultural Journalism office, said: "Educators concede that one of the best methods of teaching is that of building vivid mental pictures in the minds of the students. The publisher of the country weekly can undoubtedly make a stronger impression upon the town merchants if he carefully prepares a map showing the vast amount of territory which he covers and the completeness of the coverage.

"Such a map displayed *in the office window* will help to acquaint not only the merchants but also the townpeople and farmers with the scope of the paper. Colored tacks may be used to indicate each farm subscriber and one tack may represent a certain number of town subscribers. If another map is prepared on a town plat map even the completeness of town coverage can be very vividly portrayed.

" 'It is certain,' writes one editor, 'that such a picture of the trade territory together with good advertising copy when shown to the merchant will have a powerful influence toward securing his advertising contract.' "

TWINE FOR CIRCULATION DEPARTMENT

A member of the New England Dailies' Association says that twine is costing more and more, month by month, and asks his fellow members to let him know their experiences with twine for the circulation department. He asks if there is a substitute.—*S. N. P. A. Bulletin.*

PRESENT TO NEWLY-WEDS APPRECIATED

Editor Charles E. Barnes of the Mankato (Minn.) *News* makes a practice of sending a receipt for a year's subscription to every newly wedded couple. He says that 90 per cent of them renew and become good friends of his paper. Mr. Barnes believes also in having plenty of local items which mention names of people in the town.

ADDS TO VALUE OF EDITION

In sending copies to out-of-town folk the Lewistown (Mo.) *Record*, C. W. Stinson, printed the inscription, "The Big Christmas Message From the Folks Back Home" on its wrapper.

"NEWSY MOSE" RETIRES TO HOLLYWOOD

N. E. A. members going to Los Angeles next summer for the annual convention, will very likely run into "Mose" Jacobs, erstwhile of Omaha, called the wealthiest newsboy in the world. No doubt "Mose" will not be able to keep away from the pub-

BEWARE OF IMITATIONS

NUREX TABBING COMPOUND

NUREX The Modern Product for Tabbing, Tipping and Mounting

SAVES 50 PER CENT IN LABOR

NUREX — The only Non-Inflammable Tabbing Compound on the market. **Beware of Imitations!** — NUREX — Always ready for use — Must not be heated — Applied cold — Always dries in 3 to 5 minutes per coat — Does not become brittle — Never gets sticky in hot or damp weather — Never cracks under the cutter.

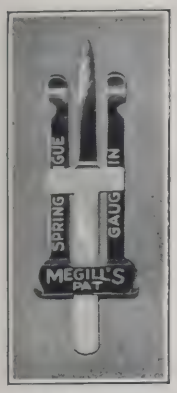
COLORS: Red or Natural Put up in Gallons or Quarts Government Measure

Trade supplied through all printers' supply houses

THE LEE HARDWARE CO. Salina, Kansas, U. S. A.

(Patented June 1st 1920 and January 6th 1925)

A Flexible Tabbing Compound



$1.80 doz.

MEGILL'S GAUGE PINS

for Job Presses

Always uniform and dependable.

We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

"Like new—by golly!"

Cleaning up the Gordon, or any other hard-worked press is just about the easiest job a feeder can tackle — if he has Phenoid on hand.

A few drops of this lightning solvent, a little wiping (no rubbing) and the press is clean, shiny—eager for a new job.

Just for the sake of seeing what Phenoid can do — test it on the oldest — dirtiest — hardest-caked standing matter in the shop. There's a genuine thrill in it for you. Try it at our risk. See offer below.

CHALMERS CHEMICAL COMPANY
Specialists in Solvents and Detergents for over 20 years
123 Chestnut Street, Newark, N.J.
Murphy Varnish Co., Limited, 305 Manufacturers St., Montreal, Can.
Sole Manufacturers for Canada

PHENOID TRADE MARK
INSTANTANEOUS TYPE CLEANER

TRY—AT OUR RISK. Send for quart of Phenoid. If you like it, pay us. If not, send back bill. Pin this offer to your letterhead. Mail to-day.

Eliminate Waste

in Your

Composing Room

The MONOMELT System—

Produces better type faces.
Produces more solid slugs.
Eliminates metal furnace.
50% less labor operations.
75% less metal drossage.
10% more production.

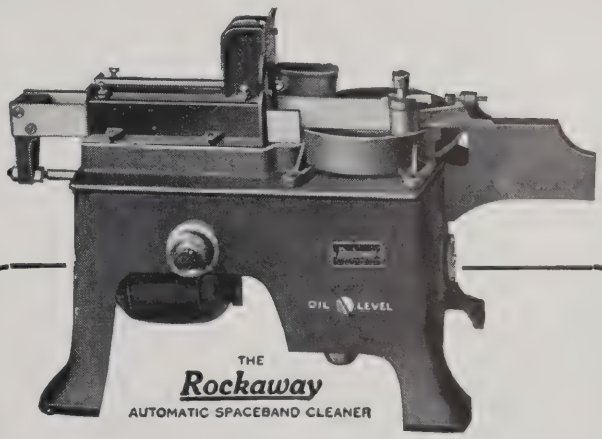
SAVES TIME, LABOR, MONEY

MONOMELT SLUG FEEDER

It Cleans as It Melts

Printers' Manufacturing Co.
1106-17 Transportation Bldg. Chicago, Ill.

Write us for Comments by Hundreds of Enthusiastic Users.



ROCKAWAY

Automatic Space Band Cleaner

Cleans and assembles thirty space bands in approximately one minute under uniform pressure, applying graphite in just the right quantity.

Machine Sent on Ten Days' Trial

If not found satisfactory you can return it at our expense. Write for the ROCKAWAY Space Band Cleaner today.

The Rockaway Co.

3508 Grand Avenue Milwaukee, Wisconsin

$450 BUYS A
Kalamazoo
UNIVERSAL SAW-TRIMMER

You Cannot Buy Greater Efficiency at Any Price

J. A. RICHARDS CO., 903 North Pitcher Stree KALAMAZOO, MICHt

Pioneer Makers Steel Rule Dies

"HUBER"
means
"GOOD INKS"

J. M. HUBER, Inc.
130 West 42nd St., New York

Branch offices and foreign agencies in the principal cities in the United States and foreign countries.

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1925.

AMERICAN EMBOSSING CO.
192-96 Seneca Street BUFFALO, N. Y.

"NPJ" ROUND TABLE
(CONTINUED)

Mystery of Success

From The New York Trade Composition Monthly

IN THE BEGINNINGS OF THE CRAFT printing was a great mystery and only a chosen few were allowed to share the secret or practice it. Printers ranked with writers, sculptors, painter and other artists, and were surrounded with the additional glamour which clings to magicians or miracle workers.

Now we have gone largely to the other extreme where nearly everyone thinks he knows all about the craft and every man is his own printer, or could be, he feels, if he wanted to be.

However, through it all the one big determining factor has always been and always will be the same—*Craftsmanship.* That is the one and only element through which we can produce printing that accomplishes the purpose for which it was created.

It is true that almost anyone can print, but only the Craftsman, with a thorough knowledge of his craft, plus experience, taste and judgment, can produce printing that brings desired results.

lishers and editors who gather there, and they will be glad to see him. For, he had been at it 50 years when he retired last month.

Mose Jacobs took to the streets when a boy of 12 years and developed a deep, musical voice. When the train-announcer failed to make people hear, Mose was ready for action. He was at every incoming and every outgoing train.

He knew by sight and by name practically every prominent politician in the State. When General Alger was Secretary of War he was announced for an address in the city. He arrived unexpectedly and the reception committee was not present, but Mose Jacobs was! Doffing his hat and with a military salute he escorted the Cabinet member to a conveyance and directed the driver to take the distinguished visitor to the leading hotel.

Mose Jacobs saved his earnings and when he left the streets he was reputed to be worth $50,000. In recent years he visited Washington, New York and other eastern cities. He always made it a point to help out some struggling newsboy in the cities visited.

MORE ABOUT LONG-TIME SUBSCRIBERS

This is from the January 14 issue of the Parker (S. D.) *New Era*: "We note that some of our South Dakota newspapers are boasting largely that they have subscribers who have steadily been their subscribers for 30 or 40 years. The *New Era* has subscribers who have been such to this 'good old pioneer paper' for them 46 to 48 steady years. (Here follows a list of 20 or more.) The Grim Reaper has lately taken many *New Era* pioneer subscribers since early pioneer days."

TYPOTHETAE'S POSTAL PLATFORM

adopted at the last annual of the U. T. A.:

1. We demand reduction of Second Class rate to that prevailing previous to 1920.
2. We deprecate that form of government entry into private business involved in supplying printed corner cards on stamped envelopes.
3. We insist upon the adoption of more equitable rates on printed matter carried in 1st, 3rd and 4th classes no higher than the 1924 schedule.
4. We demand a pound rate permitting the mailing in bulk, without stamps affixed, of the enormous quantities of business mail matter now subjected to the unfair two-ounce so-called "jump" rate, comparable with the now existing pound-rate bulk mailing of periodicals.

Meanwhile the *newspaper* campaigns as to postal rates and the "government" envelopes are going along, persistently and forcefully. There appears to still be some lack of unity in these endeavors.

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—MACHINERY

FOR SALE: Used seven-column stereotype chases in good condition, $20.00 each. Address Superintendent, Grand Forks Herald, Grand Forks, North Dakota.

TYPE FOUNDERS

EMPIRE TYPE FOUNDRY, Delevan, N. Y., Manufacturers of Metal Type and Printer's Supplies. Ask for latest addenda, buy uninfluenced and save money. Not in any Trust.

BOOKS

WHO'S WHO IN JOURNALISM—National Biographical Directory of the journalistic profession, just published. Indispensible for every publishing, printing and advertising firm. Edition is limited. Order your copy immediately. Cloth binding, $4. Philip Lasher, 1149 Morris Ave., Bronx, N. Y.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

Equip Your Press Room

with a

Cady Scale

This scale determines whether your paper is over or under weight.

All goods sent on ten days approval.
Write for life size circular now.

E. J. Cady & Co.
549 West Washington Boulevard, Chicago, Illinois

MILLER SAW-TRIMMER CO.

Miller Automatic Feeders	C. & P. Gordon Presses
Miller "High-Speed" Presses	C. & P. Lever Cutters
Miller Craftsman Units	C. & P. Power Cutters
Miller Ideal Units	Advance Lever Cutters
Miller Saw-Trimmers	Diamond Power Cutters
Liberty Folders	National Power Cutters

Write for Descriptive Matter, Prices and Terms

Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco

GILBERT

18 87 MW

Quality Papers

Gilbert Paper Company
Menasha, Wisconsin

STEEL CHASES

NEWSPAPER—BOOK—JOB

ment include Folios, Quartos and Quadruples Chases carried in stock for immediate shipfor standard 6-column and 7-column newspapers, and Book chases for standard size sheets. Chases for Duplex and Goss Comet made on short notice, also narrow margin chases for printing 8-column paper on 7-column press, and Stereotype Chases.

Large stock second-hand chases.
What can you use?

AMERICAN STEEL CHASE CO.
122 CENTRE STREET NEW YORK

Unequalled in Quality and Performance

The production of a modern daily newspaper demands the use of standard metals which do not vary in quality and performance.

GARDINER METALS — standardized in purity, content and as to method of alloying — will insure uniform casting results. They can be depended upon to aid, day in and day out, in producing a clean cut attractive newspaper.

When next in need of Linotype, Monotype or Stereotype metal specify "GARDINER." Its use will improve your printing results.

Where Quality Metals Count — Gardiner Metals Are Used!

GARDINER METAL COMPANY

Established 1901

1356 West Lake Street, Chicago, Illinois

LINOTYPE / / / MONOTYPE / / / STEREOTYPE

NATIONAL PRINTER JOURNALIST

JOURNALISM LIBRARY
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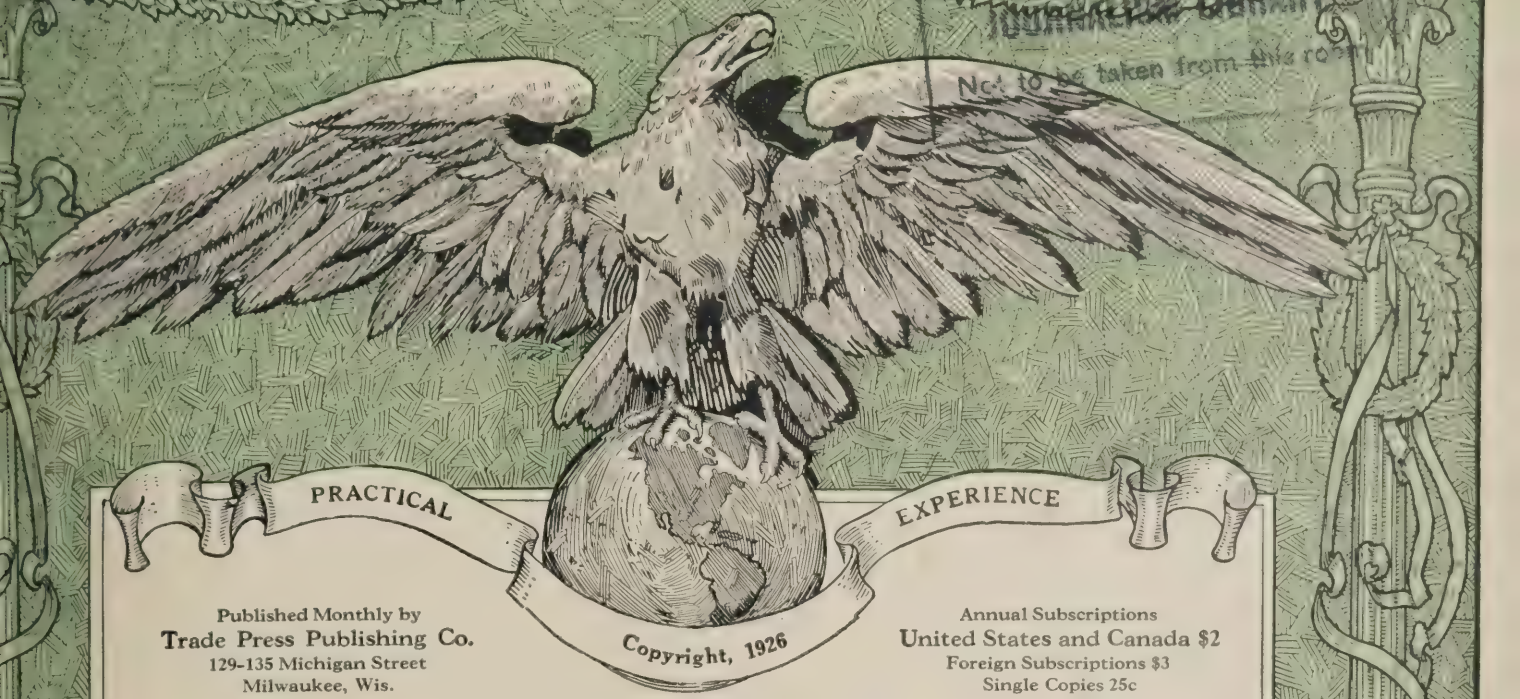

PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

IT IS the privilege and duty of *"NPJ"* to bring out many needles from the haystack of Actual Experience in its field — Publishing and Printing — and show each one with a finger on the point.

March, 1926
Number 3 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress March 3, 1879.

Increase your profits through greater production every hour

The **C-H** *push button station puts the press control at the most convenient point to save time and increase production.*

Smooth starting, easy adjustment of speeds for maximum output —elimination of needless delays make it possible to keep up production of all your presses all the time.

C-H Printing Press Controllers are designed to give service to the printer and publisher by an engineering force which has designed and applied motor control since the first presses were motor driven.

The Pre-Set Automatic Controller illustrated above is widely used with cylinder presses. By placing the control at the finger tips of the operator, he can remain at his station and keep his press running for maximum production. C-H Pre-Set Control also permits of selecting whatever running speed is best suited to each particular job put on the press.

You can definitely count on maximum production—base your estimates on facts, and land more jobs—if your motor drives are equipped with controllers bearing the "C-H" trademark.

A **C-H** *sales engineer will be glad to talk over profit making possibilities of* **C-H** *Control in your shop. Your request for his services will be appreciated and receive prompt attention*

THE CUTLER-HAMMER MFG. CO.

1223 St. Paul Ave.

MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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F. L. GOULSTON, Advertising Manager

PAUL C. TREVIRANUS, Business Manager

JOHN L. MEYER
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SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., March, 1926 | No. 3

HOW to FIGURE to STAY IN Printing BUSINESS

- A Right Start Always Necessary : : : : :
- A NEW START Can Be Made NOW : :

U. T. A. Research Director Digs Out Vital Statistics of Exceptional Interest to New and to Going Concerns

By FRANCIS H. BIRD

IT IS easy to get into the printing business—and it easy to get out! We are here concerned with the problem of *staying in the printing business*—and making a profit, which isn't so easy.

To begin with, assume that a capable craftsman has saved up some money, is ambitious, and wants to be in business for himself. Being perhaps unusual, he has the desire to find out a little about the printing business before he risks his savings. It is a foregone conclusion that he will have to begin on a small scale, so he looks around for information on how profitable small printing businesses have been the last few years.

He finds that the figures collected by the United Typothetae of America show that with an average plant investment of $4,441.46, a group of plants in 1921 showed an average profit on sales of 3.29%. With an average plant investment of $5,287.50, a group of plants in 1922 showed an average profit on sales of 2.86%. With an average plant investment of $10,706.27, a group of plants in 1923 showed an average loss of 6.46% on sales. With an average plant investment of $3,388.17, a group of plants in 1924 showed an average loss of 4.90% on sales.

He Can Find Out Exactly What Others Have Done

STILL, he is ambitious. He believes there is a future for him in the printing business. Other men have made good in it. Why can't he?

He begins to make some notes on the amount of capital that he will be able to invest, the kind of equipment he will buy with it, and how much cash he will need to keep his business going until it is well established.

He finds that the United Typothetae has in its files a Composite Income Statement (direct from the books of proprietors) made up from the 1924 reports of six proprietors with an average plant investment of $4,539.20, and that five out of six had shown a profit on sales.

FRANCIS H. BIRD
Director, Department of Research, United Typothetae of America

Now, he could buy second-hand machinery, pay a few hundred dollars down, and start in with inadequate and inefficient equipment hoping to replace it as the business grew. That is the way many printing businesses have started—on a shoe string; but how many of them have failed after a few years and of those which struggled on, how many have made money? An occasional business started this way in the past has come through and prospered, but this man is convinced that in view of present competitive conditions in the printing industry and the economic changes which are taking place, the odds will be decidedly against his succeeding, unless he has an efficiently equipped plant to start.

How Much for Equipment? And, How to Pay for It?

AFTER making inquiry of machinery houses he finds that $4,500 will not buy new the minimum up-to-date equipment necessary to start a small printing business on a sound basis. He is informed that it will take $6,500 to purchase efficient equipment barely adequate for his needs. One of his advisors, whose judgment is good, urges him to invest $7,500. But he finally decides on the $6,500 figure, chief among the items of which will be:

FIGURING FIVE YEARS AHEAD Is SET UP AS A SANE & SAFE PLAN for LASTING SUCCESS

HOW many men who "take a "flyer" at the Printing Business make the careful investigation that the imaginary venturer in this article makes?

: : THERE is Opportunity in the printing business, but to grasp it well takes intelligent effort.

One 10x15 hand-fed platen press; 1 automatic press averaging around 2,500 impressions per hour, with electrical equipment; 2 motors; 1 24x36 imposing table with square legs; 2 cabinets; 1 34-inch hand-clamp paper cutter; 48 California job cases; 1,000 pounds of type; 150 pounds of lead and slugs; one case of brass rules; and galleys, composing sticks, quoins, tweezers, benzine cans, lead cutter, miterer, wood furniture, iron furniture, reglet and miscellaneous tools.

The terms of purchase will be, say, $1,300 cash and twenty-four monthly notes with interest at six percent to cover the remaining $5,200.

Now, Expenses and Income For the Term of a Year

NEXT, he figures his probable expenses for the year and he proceeds to set up a tentative Profit and Loss Statement, based on the actual experience of the six plants he has been studying, and sets down the following average figures:

NET SALES		$10,374.96
MATERIALS DIRECT:		
Paper	$2,084.76	
Ink	84.84	
Bindery Materials	216.60	
Miscel. Purchases	566.52	
Total Materials Used		$2,952.72
MANUFACTURING EXPENSES:		
Rent	$384.36	
Insurance	62.04	
Taxes	19.80	
Depreciation	447.96	
Total Factory Fixed Charges		914.16
Wages	$2,895.96	
Gen. Factory Exp.	193.32	
Departments		
Direct Expenses	32.52	
Light	23.16	
Power	55.56	
Total Factory Current Expenses		3,200.52
COST OF GOODS MANUFACTURED AND SOLD		7,067.40
GROSS PROFIT ON SALES		3,307.56
COMMERCIAL EXPENSES:		
General Expense	$141.24	
Office Expense	19.44	
Packing, Shipping and Delivery	24.72	
Salaries	1,904.76	
Bad Debts	71.16	
Total Commercial Expenss		$2,161.32
SELLING EXPENSES:		
Salaries and Commissions	$309.00	
Advertising	54.60	
Total Selling Expenses		363.60
TOTAL COMMERICAL AND SELLING EXPENSES		$2,524.92
NET PROFIT ON SALES		$782.64

HE realizes that the average figures do not represent, necessarily, the expenses of a printing plant in any given printing center. For instance, his Rent item in any city of size instead of being $384.36 would probably be nearer $1,200. His Wages and Salary Items would be considerably higher, possibly $1,200 more. Just on these items he should allow $2,500 additional expenses.

Then, too, his actual Depreciation item will be higher than the average experience he has set down as a basis, as the average experience is on a lower average equipment investment.

He does not overlook the fact that the expenses which he has itemized for a year are based on an expectancy of $10,000 or more in sales.

He has some customers in prospect, and some marketing ideas, but he knows that no matter how hard he works he must expect hard sledding his first year.

After studying the chart compiled by the United Typothetae of America, which shows the fluctuation of productivity in the printing business from month to month, he sets up the following monthly sales quota: January, $400; February, $600; March, $1,000; April, $800; May, $800; June, $500; July, $500; August, $500; September, $600; October, $1,000; November, $600; and December, $500.

How Much He Must Sell to Come Through With Safety

THIS gives him a sales quota for the year of $7,800, which is as much business as he can reasonably expect to do under the circumstances the first year. Now, on the ten-thousand-dollar sales budget which he has set up, his expenses would be, exclusive of materials, $6,639.60. If he only sells $7,800 worth of printing, will these expenses be reduced? After a little study, he decides that he might save a dollar or two here and there, but on the whole that they will remain practically the same. No matter what his sales are, he has to pay out cash for Rent, Insurance, Taxes, Wages, Light, Power. He can't save much on wages because his mechanical labor will consist of one high-grade journeyman and a helper. If he gets a good journeyman he can't afford to let him go just because business is dull.

As this particular man is determined to stay in business and make money at it, he is going to make his allowance for depreciation regardless of volume of sales. His machinery will eventually wear out or become obsolete and he must provide for replacement. His big item in both his commercial and selling expenses is his salary. He has got to live whether business is coming in or not. So he decides that his total expenses, exclusive of materials, will be $6,639.60.

He figures out the cost of his materials in the same proportion to his estimated sales of $7,800, as on the sales of $10,374.96, and finds they will be about $2,223.00. This will make his total expenses for the year, including materials, amount to $8,862.60. As his sales are based at $7,800, and his expenses are going to be $8,862.60, this means a loss of approximately $1,062.60.

HE now summarizes his various calculations in order to estimate the amount of cash he has got to invest to start his business and keep it going for a year. This is his result:

Cash payment on machinery and equipment	$1,300.00
12 monthly notes with interest	2,684.24
Deficit on 12 months operating statement	1,062.60
Total	$5,046.84

He finds that so far he has got to raise five thousand dollars outside his business during the first year, but that isn't all. A friend who after a three year's attempt to make a small printing business go, quit, tells him not to make the same mistake he did—expect that printing sold meant cash in hand. He warns him that collections run from thirty to sixty days.

As he must have cash to meet his cash expenses which commence the minute he starts his business, he decides to allow $1,000 for working capital. This $1,000, in addition to the $5,000 already noted, makes a total of $6,000 which he figures he must raise outside his business the first year. If he were in a large city with higher expenses, he would probably need at least $8.000.

Just about this time he begins to wonder if he had better not figure out his income and expenses for his *second year* in business while he is at it. With the start he has got the first year, he concludes that in the second year he will be able to reach the goal of $10,374.96 in sales which he has set up. On this basis, his total expenses, including materials, will come to $9,592.32, and his net profit on sales for the year will amount to $782.64. This net profit will have to be kept in the business to provide working capital for the *next* (third) year. During the second year he will have to make up twelve more notes with interest, which will amount to $2,839.76. The cash for this will have to come from outside the business. Thus, during the first year in business, he has got to raise $6,000 outside of his busi-

ness, and during the second year he has got to raise an additional $2,500.

He decides that before he starts his business he will make sure that he is going to be able to raise the $8,500 which he will need during the first two years. In a large city he should allow, at least, $10,000 as a minimum.

Goes to Banker Friend and Gets Some Rock-Bottom Talk

AT this point he takes his financial exhibits, which he has worked out to show his business expectancy for two years, over to the credit man of a bank, whom he happens to know.

"Have I made enough allowance for the amount of money I am going to need outside of my business during 1926 and 1927?" he asks.

"Possibly," replies the credit man. "But why did you stop your calculations with this year, or the next? If you are really going into this thoroughly, you want to provide for outside resources to carry you through a *five-year* period. How do you know that there, for instance, may not be a year of business depression? In spite of your efforts and business ability, general conditions may force you to take a loss that year. Don't depend upon your banker to help you out, if you haven't any collateral. You have got to build up a business reputation before he will take a chance on you. While you are about it, look ahead *five* years. Add one thousand dollars more to the eighty-five hundred. Find out where this ninety-five hundred dollars is coming from which you may need outside your business during the next five years. Play safe."

Then, at the End of Two Years, He Takes a Hard Look

AT the end of the two-year period what will this man have to show for the long hours he has worked and the strain of keeping his business going? In the first place, he has drawn his weekly salary of $42.50, less than he could have earned as a journeyman. In the second place, he has put $8,500 of his own or his relatives' and friends' savings into the business and has to show for it printing equipment worth $6,500. *In the third place, he has a going business, the value of which will depend upon his business ability to run it profitably over a period of years.*

At the end of a five-year period, if this man develops into a good business manager, has the control over his business that would come from the installation of the standard accounting and cost-finding systems at the very start, and is able to increase his sales profitably, say to $15,000 a year, the chances of continuing success are in his favor.

But how many men who take a flyer at the printing business make the careful investigation that this imaginary fellow makes? That's the sad part of it. There is opportunity in the printing business, but to grasp it takes intelligent effort.

(Published by special arrangement with *the United Typothetae* and The *U. T. A. Bulletin.*)

SIZE UP FIELD, FIRST

Blindly Jumping into Newspaper:Printing Projects Brings Only Trouble, and Worse

By PAUL ROBINSON

TODAY is the day of publicity! *Today is the opportune day for the newspaper.* With 52% of the people in America living in small towns, it is the day of the "Country Weekly." An editor of a community weekly is the busiest man in his city, and the most important. I speak only of good weekly papers.

There is no excuse for the old time weekly published at some crossroads as a charitable institution. The days of exchanging a year's subscription for a load of wood or sack of spuds are gone forever.

PAUL ROBINSON
Vernonia (Ore.) Eagle

EVERY present day country editor in his forties has acquired a splendid education during his printshop life—an education that no other schooling could or would have given him.

Those printers' devils, or hand type stickers of thirty or forty years ago, are today good country editors and influential in their communities, or they are worn out case men, wishing they had "learned the machine," or *wishing* something else. In emergencies today the editor and his wife can stick type as well as the "tourist printer." The ambition of all printers to have offices of their own, and a good weekly is realized when the printer-editor uses that *Business Education* he has acquired during the rapid changes for the better in the past forty years.

YOUR town, your location, is the first and most important consideration. If your town is fair, it is in you to make it better. That is what you *are* for. But *don't "marry a dead town to reform it."*

I have made three changes of location in the state of Oregon, bettering my condition each time, learning each time, and finally finding the town of my choice. *Size up your field*

Avoid the town whose people are all rich or who are too independent. One good industry is better than twenty miles of farms, if these farms are large pieces. *Take no one man's word for conditions.*

If the town has no commercial organization, proceed to organize one before investing in the town. Have the majority of the people and a commercial club back of you. Never under any consideration ask for a "bonus" or try to form a stock company. If possible, in the start keep out of partnerships, religion and politics. Plenty of time to try these after your venture has acquired a certain amount of success to prove it's worth!

I HEARD of Vernonia four years before locating here. I watched it, visited it and formed some acquaintances—and waited for the right minute. Then I took the first stage for the city *on that minute.*

In this particular case there was talk of a railroad striking Vernonia. I learned all particulars of the railroad plans and beat it by one month. The smoke was in sight before I landed. A large mill was talked of—I got inside information on the mill and on how many families it would employ. Then I visited the town. We called a meeting of the few citizens that night and told them of my desire to establish a weekly paper; that I wanted their moral support and their help in securing names of prospective subscribers. They were with me from the start.

I at once sold my office in another town and purchased a new outfit. This took two weeks, and upon my arrival in Vernonia the members of the Commercial Club has secured for me 300 subscribers, who *all promised to pay their year's subscription when the first issue was printed.* Vernonia at that time had 250 population.

My first month's business—newspaper ads and job printing, totaled $200. It increased every month. In a year receipts were over $700 a month.

The city today has 2,000 people. The railroad, the mills, industries, the people

WHY SOME FAIL & OTHERS WIN

THE author of this article, "Yours Truly" Robinson of Vernonia, Ore.—"the Biggest Little City in the State," as he has managed to name it far and wide—was asked to prepare something on "Sizing Up a Field Before Entering with a Newspaper." The cause for many a failure has been hasty and ill-advised action in starting a new office or buying one in the wrong place; and, *vice versa*. Whether or not you are happily situated, this "experience story" will be interesting and helpful to you.—*J. L. M.*

and the paper are responsible for this growth. Vernonia in two years more will have 6,000 inhabitants.

HOW do I know? The same way I knew it would have over a thousand in the first year. We have outnumbered the "old fogies." Our timber which is bringing our industries and which makes our pay rolls, is plentiful enough to last for seventy-five years.

Your case may be different than this. You may have different surroundings to deal with. But you can apply the same principles. Never ask a bonus. Instantly stop any "charity" suggestions. Tell your merchants not to advertise unless they think it will pay them, and then you *make* it pay them. Print plenty of small local happenings, the more the better.

If the publisher is not "there," he may as well start a restaurant and forget his editorial ambitions.

EDITOR'S NOTE: Mr. Robinson was asked to write straight from the shoulder, and he did. He comes from a "printing family." His father, A. W., and a brother L. I., became widely known as publishers of the LaCrosse (Kans.) *Republican;* another brother, C. M., as editor of the Shamrock (Okla.) *Democrat*. He learned his trade with his father at the Valley Falls (Kans.) *New Era,* and hit Oregon about 20 years ago, having weeklies at Banks, Aurora and Vernonia. He has not missed any publishers' association meetings within reaching distance—J. L. M.

A. D. BOLENS, Port Washington (Wis.) *Star*—"Community newspapers are beginning to be restive about failure on the part of citizens to show appreciation of community work by the newspapers in the way of patronage of advertising columns and job printing. From many sections come reports of lessened incomes from advertising by home town merchants and job printing bestowed upon print shop located elsewhere. 'Patronize home merchants' doesn't appeal as it should in some towns because of the selfish attitude of those who seek benefits from such campaigns."

KEEP 'EM INTERESTED

Motto of Hannibal (Mo.) Courier-Post Is More Than "Maybe-Sometime" Phrase

By F. HILLERMAN

THE Hannibal (Mo.) *Courier-Post,* afternoon daily (local population, over 20,000, and county over 32,000; circulation nearing 7,000) was rebuilt twice in one year—once to follow out its policy of keeping the plant two or more steps ahead of the community's immediate needs, and once because of a fire which tore through the place just as the aforementioned rebuilding had been completed. This was during 1925. No time was lost in reconstructing the designs and plans. No issues were missed. A bigger and better paper is being published, and it can be made yet bigger and better, because the equipment, space and working conditions are ample. There is, too, no special limitation as to further enlargements.

Such long-headed enterprise "looked like a good experience story for *NPJ.*" And, so it proved.

J. B. Jeffries, publisher of the *Courier-Post,* has been its publisher since 1916, and E. L. Sparks, business manager, has also been with the paper for the same length of time. The *Courier-Post* is a member of the Lee Syndicate, employs 35 people exclusive of carrier boys and correspondents, and has a distribution daily going into nine out of every ten homes in the city.

Classified Section and Example Of This Paper's "Go-Getter" Spirit

MANY facts could be related that have aided materially in the building of this newspaper, but probably the most interesting feature is the development of the classified section. This seems to be more or less a difficult task for the average weekly or daily. The *Courier-Post* discovered early that classified ads *must be sold.* So, Want ad plans were studied for many months until a concrete method was devised whereby they *could* be sold—not only for a week or a month—but continuously. "Schemes" such as free prizes, free theatre tickets, etc., for reading the wants ads pay only for a while, say the publishers of the *Courier-Post,* but the after-effect is nearly always dangerous.

Said G. E. Bounds, advertising manager of the paper: "Sell them on the idea of *what want ads will do!* Educate them.

"Tell them *how* to write ads that will bring results.

"Get your entire organization to boost and sell.

"Advertise your classified section in your own newspaper. Plan a campaign that will be successful six months from the time you start it, as well as in the beginning."

No "Classified Manager" but "Classified Ad-Taker" Active

THE Hannibal *Courier-Post* has no classified advertising manager. Miss Elvin Holts is the *Classified Ad Taker,* and folks throughout the entire city know her as the *"Want Ad Taker."* They have been educated into asking for her by that name.

The *Courier-Post's* notable Want Ad plan was started after a re-arrangement

NEW HOME OF HANNIBAL (Mo.) COURIER-POST, Eve. Daily
Fire Razed the Plant Just as It Was to Be Opened. But No Time Was Lost in Repeating the Rebuilding Project

J. B. JEFFRIES
Publisher

E. L. SPARKS
Business Manager

of the make-up of the newspaper for the purpose of improving it. More space was required for certain modern features; therefore a complete change in the make-up was necessary. The markets, which heretofore had run on the want ad page, were featured on a page by themselves, sports were given a page; comic and other daily features were given space on other pages, leaving at that time about two columns of want ads per day. Something had to be done to fill the open space on the classified page. Necessity being the mother of invention this plan was conceived:

In place of running a small, two-column head across the top of the want ads, a streamer was set to go across the entire seven columns of the paper. A box was set for the upper left hand corner, giving all detailed information regarding want ads. Sizes of type were shown, and the cost was per word.

After the change had been made an advertising campaign for want ads was published, explaining in detail what want ads were, how they should be used, and how to prepare them. The copy was not merely used as a filler on days when display copy was scarce, but was published "just as if it was paid for." These ads called attention to the classified section, and small ads inserted in different sections of the want ad page showed how ads were written and told of the success of users of the classified ads.

G. E. BOUNDS
Advertising Manager

The *"Want Ad Taker"* was given a list of names to call each month, this list being composed of prospective users of classified ads, such as auto dealers, garages, real estate dealers, furniture stores, second-hand stores, etc. *No matter what the routine of the day might be, this list was called, and it brought in hundreds of ads each week.* After any ad had run out, the ad-user was called again to find out whether he cared to advertise some other product or if he cared to repeat his copy.

The result at the end of the year was rather more than pleasing to the owners of the *Courier-Post. There was a gain of* 10,000 *lines of classified ads.*

The *Courier-Post* keeps a record of the space used in the promotion of advertising, adding want ad copy to the cost of want ad production. This is also done with display promotion copy and farm sales and other kinds of copy run in the interest and promotion of advertising.

"Don't be afraid to use your newspaper to build your business," is the advice of the *Courier Post.* "You expect others to use your service. Why not

THE HANNIBAL EVENING COURIER-POST. Page 7.

More People Use Want Ads Today Than Ever Before

Because of their ability to get results, Courier-Post Want Ads are constantly being used by greater numbers of people

Because of the confidence people have in Courier-Post Want Ads. Most advertisers have used Courier-Post Want Ads not only once but several times and found their advertising investment amply repaid. More people in Hannibal and surrounding vicinity have used Want Ads this year than ever known before. They have found that prospects are plentiful among thousands of daily readers of The Courier-Post.

Courier-Post Want Ads Are Looked For and Read

Courier-Post Want Ads are read. When you advertise in the greater reader audience of this newspaper, you advertise where people are and NOT WHERE YOU HOPE THEY ARE. Confidence in this great medium of advertising makes response immediate and abundant. No matter what your message might be, you can feel assured of ready response if your message is presented in an interesting manner to the responsive audience of Want Ad readers.

Many who are unfamiliar with the policies of the Courier-Post wonder at the responsiveness of its readers. In the first place, enormous circulation insures the advertisers of reaching many possible prospects. These prospects, knowing that every possible precaution is taken to protect them from fraud, naturally respond more freely than to a medium less careful of the responsibility of its advertisers. Just prove this for yourself. Take a glance at the Want Ad page.

Here's Proof That Courier-Post Want Ads Are Being Used More Today Than Ever Before

Total Number Lines Want Ads Jan. 1st, December 1st, 1923, 245,336 Lines
Total Number Lines Want Ads Jan. 1st, December 1st, 1924, 348,586 Lines
Gain For Year of 1924 103,250 Lines

The Gain of 103,250 Lines of New Want Ads Shows An Increase of 2,082 Want Ad Users of Courier-Post Want Ads in 12 Months

Figuring that 2082 new customers have used Want Ads during the twelve months of the year, we feel that this is ample proof that Want Ad Advertising pays largely for the investment made. We believe that more people will continually use Want Ads. That more people will be convinced of the responsive power of Want Ads. They will advertise more than ever before. When results are shown there is no trouble in convincing the customer of something that is good.

Courier-Post Want Ads Have Given Them What They Expect

RESULTS!

SUCCESS IS MOST IMMEDIATE WHEN YOU USE WANT ADS

Hundreds of satisfying results daily have made about Want Ads in The Courier-Post. If you have used them, you can speak for yourself. Your friends will tell you of many happenings that Want Ads have brought about. Success is most immediate when you use Want Ads.

TELEPHONE YOUR ADS

WHAT TO ADVERTISE IN WANT ADS

Anything here from sold, rooms, house and apartments, farm, poultry, stock, implements, farm seeds, furniture, musical goods, stating the price, to radios, lots, automobiles, and practically anything you have to sell. Remember, that when you speak through the Want Ad columns of the newspaper, you can sell almost anything with Want Ads.

The Courier-Post Want Ad Dept.

CALL 32

FULL-PAGE WANT-AD PROMOTIONAL COPY USED OFTEN

Missouri Daily, in Mark Twain's Home Town, Runs a Good Deal of Large Advertising on Its Own Account

take a little of your own medicine? If you think your medium is good, show your readers that *you do* believe it. Use space, and use it freely, to tell the story of your newspaper and its various services."

Compact and Efficient Plant Kept Up to the Best Pitch

THE *Courier-Post* has a beautifully laid out plant. On the main floor in the rear part is the press room with its 43-ton Scott Speed King Press resting on a huge block of cushioned concrete 7 feet wide by 24 feet long and 10 feet deep. This portion of the building houses all stereotyping machinery and is complete with its own toilets and other conveniences.

Above the press room and in the new section of the building is the composing room, one of the best lighted and ventilated composing rooms to be found in any newspaper plant today. The ceiling has a large saw-tooth sky-light with chain operated monitor sash. Here is housed the battery of linotype machines, grouped around the wall under big day-light windows. The middle part of the floor housing the machines is occupied by the turtles, type-cases, composing stone, Miller saw, copy cabinet, advertisers' cut cabinet, dump racks and other equipment. This department has its own toilet and drinking conveniences.

The editorial rooms occupy the south half of the second floor. Here the space is divided into a large staff room with quarters for the city editor. Immediately adjacent and next to the city editor's office is the Associated Press room with its private wires and switchboard. Between the general staff office and composing room is the proof reader's desk.

The editor-in-chief, J. B. Jeffries, is quartered in a large private office in immediate touch with all the editorial room departments. This set of offices is furnished in mission woodwork stained in a flat waxed effect, with the walls and ceiling decorated in a rough "tiffany" effect done in lead and oils. The flooring is a deep rich red composition of fire proof materials. The editorial rooms are reached by a large panelled oak stairway leading directly from the main business office on the first floor, and also has a service stair leading down into the press department and to the employees entrance on the east side of the building.

Offices of Managers, Editors And Accontants Well Planned

THE general business office occupies the south-half or the main floor of the building and houses the desks of the advertising men, subscription department, bookkeeper, stenographer, want ad department, central telephone switchboard and the business manager's private office. Across the front of the building is a deep oak panelled counter.

The business office is completely finished in quartered white oak finished in a silver grey waxed finish. The floors are of the same red composition as the editorial room and the walls and ceiling are painted in an antique scheme in lead and oil. This decoration is a true representation of placquer oil found in the old galleries of Europe and was designed by an experienced firm of decorators.

The circulation department is in the basement, the papers when printed being shot into the circulation room, sorted, counted and delivered to the carrier boys in a long day-light run-way built under the sidewalk on the west side of the building, which is of glass prismatic tile.

Compliment for "NPJ" as an Exchange for Experiences

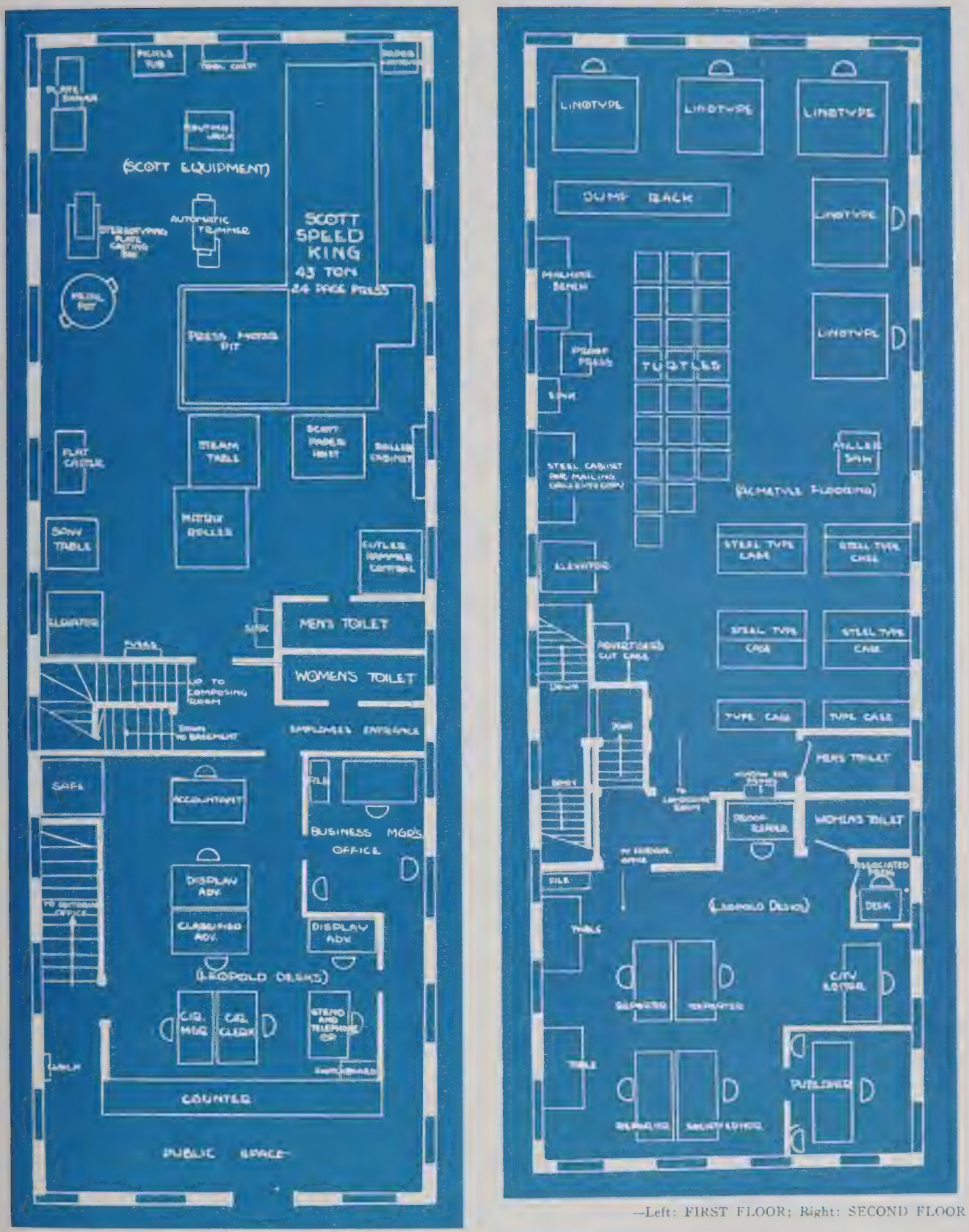
ONE newspaper is always glad to hear of successful plans that have aided other newspapers—an 'idea exchange,' this may be termed," said Mr. Bounds. "In fact, our daily at Hannibal believes in the NATIONAL PRINTER-JOURNALIST as the medium for printer and publisher to exchange their ideas. None of us can carry on our business and let it be successful, unless we read and digest the ideas of the other fellow.

"Ideas, gathered from *'NPJ'* and other publications, along with hard work, and a completely organized force, have had much to do with the success of the *Courier-Post*.

"In advertising your display space or want ads, it is a good plan to use the same advertising identities in your copy. Newspapers use display space too often as fillers, the copy is often some canned affair that the reader can tell at a glance and of no effect. Let your advertising carry the same advertising identities—by this we mean, adopt a certain style and stick to it for a certain period.

"Keep a record of the space you use in the promotion of advertising. Credit your want ad copy to the cost of want ad production, and do the same with display promotion copy and farm sale and other kinds of copy you run in the interest and promotion of advertising."

THE *Courier-Post* published, a week before its opening, a New Home Edition which consisted of 72 pages



—Left: FIRST FLOOR; Right: SECOND FLOOR

EVERY INCH OF HANNIBAL (Mo.) COURIER-POST BUILDING IS DEVOTED TO THE NEWSPAPER, MAKING AN EXCEPTIONALLY COMPLETE PLANT, REGARDLESS OF SIZE & AREA

giving a complete review of the history of Hannibal newspapers and illustrations of the new plant. In this edition 82,600 lines of display advertising was carried. A complete review of the City of Hannibal, which is the boyhood home of Mark Twain, was featured in a separate section of the edition.

Mr. Sparks, business manager since 1916, is a member of the American Newspaper Publishers' Association, the Inland Daily Press Association, and a vice-president of the Missouri Press Association.

Mr. Jeffries, publisher, is a member of the Associated Press, the Missouri Editorial Association, and a number of other organizations.

They All But Took Off the Wallpaper to Gain Space, and

SIX INCHES Save MANY DOLLARS

By NORMAN J. RADDER
Associate Professor of Journalism, Indiana University

Here Are a Couple Dozens of Exceptional Space and Labor-Saving Plans, Found in a Weekly Plant, in a Town of Only 1,500

WHAT are you going to do if you have to add new equipment—say another linotype or a power cutter—and your floor is already crowded? What if you own your own building and conservative business practice will warrant neither a new plant nor an addition to the old one?

How A. J. and Rolland Brodhecker, proprietors of the Brownstown (Ind.) *Banner* re-arranged their back office to take care of new equipment should be of interest to every newspaper publisher who is confronted with the problem of floor space.

A. J. BRODHECKER
Editor and Publisher
Brownstown (Ind.) Banner

The *Banner* is in the class with the livest of country weeklies. The population of Brownstown is 1,500. The *Banner* paid in advance circulation is 2,400. The paper won first place in a contest to determine the best weekly paper in Indiana.

Had to Measure in Inches To Get in New Equipment

THE problem of floor space is a vital question in the *Banner* office because the building is long and narrow. It is 75 feet long and 20 feet wide. The front office is 18 by 20 and the back office 20 by 55. Obviously when this room is used for three job presses, a cylinder press and folder, two Intertypes, a saw, perforator, type cabinets, casting box, and other miscellaneous equipment, in addition to serving also as storage place for paper stock, every inch must count.

The second Intertype was ordered a year ago. When the order was placed, the Brodheckers took a tape line and obtained the accurate dimensions of their room and the amount of space needed by every piece of equipment. Then they took a large sheet of paper, ruled it off to scale with the room and then proceeded to play checkers with their machinery in the effort to find the ideal location for every piece.

They took the diagram home. Frequently in the evening in the course of two months, father and son worked over it and shifted stones, cabinets, presses, and linotypes about as new ideas would come to them. The entire sheet was ruled off into square inches, because, as was said before, inches would have to be counted if they wanted to find room. In the game of strategy which they were playing with space, one big essential was constantly kept in mind: *There must be no back-tracking of work—all production must be on the straight-line basis.*

Finally the problem was solved. The blue prints of the floor plans herewith tell how it was solved. Six inches more across is how they managed the problem.

THE big idea that saved the day was a plan that gave them six more inches across the room—the narrow way of the room. This idea was the removal of the quarter round from the floor. This is an inch wide, and by taking it up on both sides of the room they got two inches. They got four more by ripping off the border or coffer from the imposing stones.

If there had been wall paper on the walls they might have taken that off.

As it was, they got the six inches they needed to pull the mailing galleys conveniently out of their cabinet and still have room for the stone, the work table, and the type cabinets to stand parallel to each other in a space 20 feet wide.

Kindly glance at the blue prints for a moment and see for yourself how they squeezed in that new Intertype and see how the straight-line production methods of a big plant are carried out in this

ROLLAND A. BRODHECKER
Secretary, Brownstown Banner

weekly paper shop. Please note in the first place that the Model A is used exclusively for news composition and the Model C for ads and jobs. That gives you the key to the system. That side of the room in which the A stands is reserved for newspaper production. The other side is for ads and job wok. Crisscrossing of workmen on their various jobs is almost entirely avoided.

Let us trace a story on its way through the office and see how the Brodheckers have saved steps. The news copyhook is inside the front office door. The girl takes a piece of copy, sits down at the Model A, sets the story, and dumps it on the galley table behind her. About two steps are required to dump the slugs. With two more she can pull a proof. Then the galleys go to the dumping rack. Here they are corrected and here they stay until the paper is made up. The forms are easily transferred to the press. Print paper is stored in a corner about ten feet from the press. Platen paper is suspended from the ceiling above the cylinder. The folder is attached to the press.

THEN note the compactness of the mailing system. That home-made cabinet for mailing galleys and equipment is worth all the trouble it caused

in the location of equipment. In a space 13x30 inches, there is room for 3,500 names. In drawers right at hand are the leads and slugs for the mailing galleys, an ink board and paper for the single wrappers. The papers go from the folder to the mailing machine which stands next to it, then they are tossed onto the stones, and then they go into the bags which are grouped around the work table.

Since it is their ideal to get the papers to the readers as quickly as possible, the Brodheckers make up their own mail sacks. The paper comes out on Wednesday afternoon. Many readers get their paper Wednesday evening and all get it by Thursday noon. "Advertisers prefer a paper that gives its readers time to read Saturday's bargains," says Mr. Brodhecker. "Our paper reaches everyone by Thursday. That gives people Thursday evening and all day Friday to decide on their Saturday shopping.

"If the paper appeared a day later there would be some people who might not always have time to read the paper before undertaking their Saturday shopping."

Mechanical Equipment in This Shop, and the Paper's Policy

THE mechanical equipment consists of a model A and C Intertype equipped with electric pot and electric clock, a Challenge 34-inch Diamond paper cutter, a Mercantile mailer, an Omaha folder, a Cottrell cylinder press, a 12-15 Chandler & Price jobber with Kimball motor, a 14½-22¼ Chandler and Price jobber, a Pearl jobber, 7x11, a Miller Saw-Trimmer with router and jig saw attachment, a Simpl-O Casting box, a 75-pound melting pot, a Rosback foot-power perforator, a Boston wire stitcher No. 5, a Boston Staple Binder, two Hamilton type cabinets.

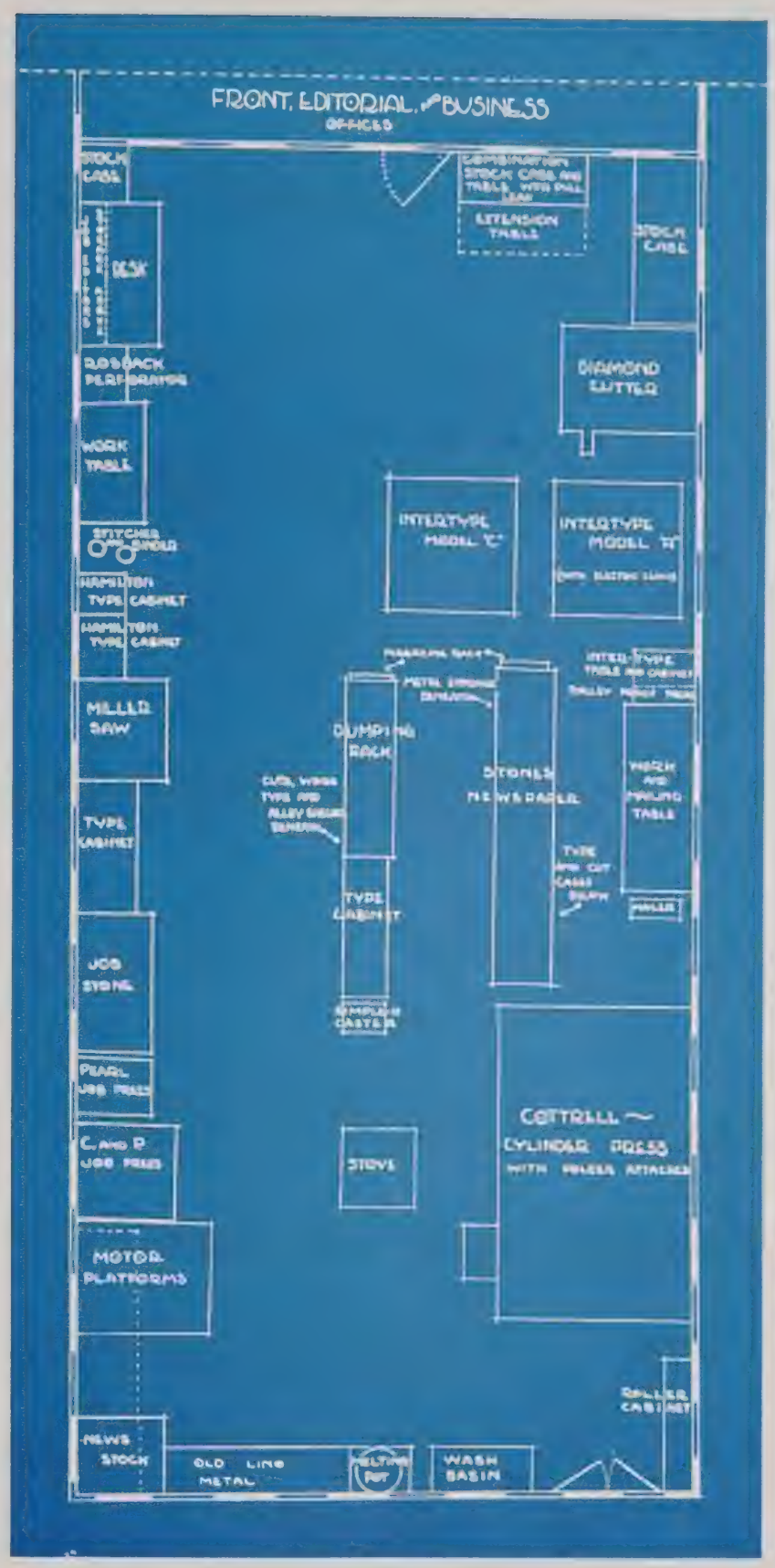
A. J. Brodhecker is enthusiastic about the electric clock attachment for his composing machine pots. He says that it works efficiently and there is no time lost in waiting for the metal to heat but the operators can start setting type as soon as they come to work.

Mr. Brodhecker says it is his policy to add new equipment every year. The *Banner* inventory last year was $19,455, exclusive of the building which is owned by Mr. Brodhecker.

Some publishers might think it unnecessary for a weekly paper to have two composing machines. Mr. Brodhecker thinks it is economy. He has figures to support his belief, and is able to point out various economies.

"Before we had two machines we had to run one side of our paper on Saturday," says Mr. Brodhecker. "Obviously our news in that section was not up-to-date. Furthermore we had to put on a night man on Monday and Tuesday evenings. Sometimes a man had to work all night. It is better and cheaper to have a second machine. Country correspondents now can wait until Monday before writing their items. We make up our four inside pages on Tuesday afternoon and run all eight pages Wednesday."

The Intertype magazines carry the following point sizes: 6, 8, 12, and 18. Ten and 14 are run in split magazines. There are two magazines of 8-point.



LAYOUT DESCRIBED IN THIS ARTICLE
The Brownstown (Ind.) Weekly Banner

HERE'S A STUNT FOR THE SPRING MONTHS!

This Weekly Filled Its Window With Bird Houses on Short Notice and Got the Good Will of Hundreds

THE Brownstown (Ind.) Weekly *Banner* decided on this promotional idea pretty late in the season. Said the Brodheckers: "With only ten days' notice to the pupils of manual training classes of the first year high school, and of the seventh and eighth grades, and to the pupils of fifth and sixth grade, we received enough bird boxes to completely fill our window. Many of the boxes were made by girls. The prizes—the first two baseball mits valued at $3.75 and $2.50—were secured from one of our advertisers. A third cash prize of $1.00 was also given by the *Banner,* and in addition to this the teachers gave to the two lower grades a $1.00 and a 50c prize. We kept the boxes on display in our window for four days and during this time—from early morning until late at night—there was always a group of interested people gathered to look at the boxes and to discuss their relative merits. We left them there about two days before announcing the winners and, of course, this did much to create and sustain interest. Not only townspeople but people from the country, young and old, stopped to carefully look over the display. At all times we endeavor to keep something which is out of the ordinary on display in the window."

A NUMBER of the space and labor saving devices in the *Banner* office deserve special mention:

There is no other newspaper in Brownstown and the *Banner* prints a large number of sale bills every year. A standard form is used for all bills, and this has been reduced to the point where almost half of it is pick-up. A chase reserved exclusively for sale bills is kept standing on the end of the cabinet that holds the mailing galleys. In a drawer underneath this chase are kept the various slugs for pick-ups—terms of sale, names of auctioneers, etc. Production is also hastened by a standard form of copy paper on which the person who takes the order for the sales bill writes out the copy. These devices have enabled the *Banner* to produce sales bills quickly and its reputation for fast production has spread all over the county. Farmers know they can drop into the office, leave their order, do a little shopping, and they get their bills—all in an hour or less.

Since it was necessary to save all the room possible, the Brodheckers have put many of their type drawers in under the stones. Steel runners were fitted into the legs to the stones and space was still further economized by cutting off the lip of every type case. Twenty-two of the old type cases are now used for cuts and plates. These are all classified.

Another lesson in economy of space is supplied by the stock cabinets, all of which were designed by the Brodheckers. The cabinet which stands in the corner nearest the Model A Intertype occupies only 24 square feet. (It is 3 x 8). Yet as it runs to the ceiling it accommodates from 50,000 to 75,000 envelopes, from 25,000 to 30,000 letterheads, 50,000 packet noteheads, statements and bill heads, from 30,000 to 50,000 cards, from 10,000 to 15,000 pieces of cabinet stationery, and from 25 to 40 reams of flat bond paper, 19 x 24 or 30 x 40.

Paper Stock is Kept Neatly With a Minimum of Room

ANOTHER interesting piece of equipment is an unpretentious looking cabinet that stands up against the partition between the front office and the back. It measures 33 x 50 on the outside and supplies room for 12 reams on paper up to 32 x 40. This paper is kept on shelves that slide out. That is, the shelves, instead of resting on the conventional board strips, rest on rollers. Another remarkable space-saving feature of this cabinet is that its usefulness as a table can be doubled at any moment by putting out a leaf about 30 x 46 which, when not in use, fits in under the top of the table. This leaf has two strong legs which, when not in use, fit tightly up against the outside walls of the cabinet.

In the other corner stands a cabinet 22 x 26 which reaches almost to the ceiling. It holds 40 reams of flat bond paper 19 x24. Its shelves also roll out like those of the other cabinet. In fact, this part of the office, with its concealed leaves and shelves that roll out unexpectedly from somewhere reminds you of the secret compartments in the old medieval castles.

Instead of having the electric control for the paper cutter stuck on a post or against the wall, Mr. Brodhecker has had it bolted against the cutter where it is easy to reach. That is a commonsense tip which manufacturers should adopt.

History of The Banner, and Some of its Winning Methods

THE *Banner* was founded in 1869. A. J. Brodhecker worked on the paper as a boy and became its owner in 1898. Then there were nine papers in Jackson county. Today there are four. Until a few years ago Mr. Brodhecker was assisted by his oldest son, Claude. Now Claude and his father together own the Jeffersonville *Daily Bulletin* and Claude in addition just recently acquired the Charleston *Record,* a weekly paper. The present owners of the *Banner* are Mr. Brodhecker, who acts as editor, and Rolland Brodhecker, who is business manager. Both Claude and Rolland are graduates of the Department of Journalism of Indiana University. A younger son, Lou Allen, who is still in high school, puts in his spare time as a reporter on the *Banner.*

All the Brodheckers are practical printers and machinists as well. The foreman of the print shop is Joseph Davis, who has been with the *Banner* since he was a boy. Grace Woodmansee and Novada Jackson run the Intertypes, set type by hand, and feed job presses. Miss Kitty Schwein is bookkeeper, but can set type if necessary.

The forty-eight correspondents of the *Banner* are in charge of Miss Margaret Brodhecker who also helps with local reporting. Miss Brodhecker keeps close watch on the correspondents to see that they send in their news regularly. She keeps a record which shows how often a correspondent failed to send in his letter in the course of a year. Country correspondence is not scattered haphazardly through the paper, but is so grouped that the news from adjoining communities is always found on the

NOTE THE HOME-BUILT STOCK CABINET AT THE RIGHT

Near the Center and Next to the Door Can Be Seen the Stock Case With an Extra Leaf Pulled Out (See Story)

same page of the *Banner*. In other words, geography is carried over into the newspaper. The correspondents are not paid. They send their news in a distinctive envelope—an envelope colored a bright scarlet. Every rural carrier and post office employe in Jackson county knows this envelope, and it is rushed. Similarly the single wrappers for the paper are a distinctive color.

Correspondents Get Names For Subscription Campaign

THE Brodheckers have found it feasible to use the correspondent as solicitors. Recently a circular letter was sent to all correspondents offering them 1 cent for every name of a non-subscriber they turned in. The *Banner* did not pay for duplicates nor for more than one name in a family. About 1,100 prospects were secured. Then the correspondents were offered 35 cents for every new subscriber and 50 cents if they secured ten or more.

On the counter in the front office of the *Banner* stands a National Cash Register with the special lettering and special divisions for a newspaper. When a subscriber pays up his name is written on the cash register slip. Once a week these slips are gathered up and the names of subscribers who have renewed and new subscribers appear in the week's paper under the standing head, *"Here's your Receipt."* New subscribers' names carry a star.

Names of all subscribers are carried on cards kept in two big boxes in the safe. Twice each month the bookkeeper looks through the cards and mails bills to all whose subscriptions expire in that month. These expirations are indicated by the colored tabs.

The advertising in the *Banner* runs from 500 to 600 inches. When the paper adopted the Bonnett-Brown mat services a few years ago it increased its advertising lineage from 15 to 20 per cent. Rolland Brodhecker calls on all advertisers, regular and irregular, Monday and Tuesday. The rate is 30 cents an inch. No discounts are allowed to foreign advertisers. Local advertisers are allowed a reduction of 20 per cent for all contracts for a year, 15 per cent for 8 months, 8 per cent for 6 months, 5 per cent for 3 months, 2 per cent for 1 month. All bills must be paid by the advertiser in full. The total amount of discount earned is deducted from the bill for the last insertion under the contract. This feature has been introduced into the contract in order to guard against the advertiser who may promise to pay for a year but will run his ads for only a month just to get the advantage of the 20 per cent discount.

Every issue of the *Banner* carries a column or more of farmers' want ads for stock, poultry, feed, etc. This column was started ten years ago when Mr. Brodhecker himself had a Jersey calf to sell and by advertising it got $7 whereas one of his neighbors who had a Holstein calf and did not advertise it got only $4.

Something for the Young Folks Out of the Banner's Good Field

THE *Banner* is closely tied up with the interests of the younger generation through its page "In the Sport World." At the beginning of the basketball season the *Banner* gives a score book to each one of the ten township teams and to all other amateur teams in the county. These books are given away with the understanding that the boys keep the score in duplicate and send the duplicate to the *Banner*. One of the coaches runs a column on the page headed "Tip-Offs."

On the top of the roll top desk of the *Banner's* editor are a number of reference books which are listed here because they seemed to be a well-chosen group: Eight volumes of the Standard American Encyclopedia, History of Bartholomew and Jackson counties, The Cyclopedia of Dates, The Century Book of Facts, Putnam's Handy Volume Atlas of the World, Who's Who, The World Almanac, Ayer's American Newspaper Annual, American Type Founders' Specimen Book, Dictionary of English Synonyms, Putnam's Correspondence Book, and Putnam's Word Book.

STUDY brings money. Study brings earnings, Study brings dividends. Study brings expansion. Study brings prestige. Study brings *achievement* in the world of business enterprise.—ROBERT RUXTON, in *Printed Salesmanship*.

JOHN A. KUYPERS, President Wisconsin Press Association (Mid-winter meeting)—"A healthy condition of the weekly press is being reflected by improved appearance of the papers, the addition of new equipment, and improvement in typographical make-up."

ARE YOU GETTING what YOU MIGHT GET? : : : A WORD from the CHIEF of the N. E. A. : : : : : : : : : :

By FRANK O. EDGECOMBE
Geneva (Neb.) Signal

LIKE the doctors, the farmers, the bankers and the electricians and others, printers and publishers have an excellent trade press. Are they getting out of them what they might get? : : : The N. E. A. monthly *Bulletin* goes to each of our 3,000 members but that leaves us 9,000 short of reaching all of the publishers who think and feel about as we do, who have the same problems that we have in our individual newspaper offices and printing plants, who ought to aid in the promotion of every worthy project that our Association is engaged upon and who ought to become members of our Association. We must depend upon the good offices of the trade press to do for us what we are unable to do for ourselves because the other 9,000 publishers have been refusing us their memberships. : : :—*National Editorial Association Bulletin.*

WAS THERE ANYTHING SO VERY FUNNY ABOUT THE REAL "GOOD OLD DAYS?"

By W. A. Adair

Owner, Marshall (Tex.) Messenger, 1884-1925

IN your February issue one asks: "What has become of the old-fashioned editor who used to swap subscriptions for wagon loads of cordwood, and spend his spare time oiling the sanctum shotgun?"

Here is one of them—happy and contented, at the age of 68, retired after fifty years in the harness.

I know the fun poked at the country editor for swapping subscriptions for cordwood, but I could never see anything funny about it.

All country editors sell the merchants space, buy goods from the merchant, and at the end of the month—or *year*—swap bills, and one of them pays the difference. Why not give the farmer the same terms?

I RECALL one subscriber in particular, who took two copies of my daily—$10 a year—and every fall put me in four cords of excellent wood—just such wood as I would have been compelled to buy. What is there funny about buying the wood from a subscriber instead of from a non-subscriber? Not only wood, but eggs, chickens, butter—any necessity, was always legal tender in "those good old days."

My weekly was $1.50 a year. On a hot summer afternoon, a very large negro woman came in the side door, followed by a large negro boy dragging a gunny sack. The woman came direct to my desk, and in no uncertain tone, said:

"I want to pay my subscription."

I reached for the receipt book, asked the name, wrote a receipt for a year's subscription, handed it to her, and she took it, the boy dropped the sack, and they left as they had entered. Upon examination I found the sack contained potatoes.

I HAD another experience not so funny. A subscriber had gotten several years behind, and came in to settle. He was a breeder of fine Jersey cattle, and offered me a heifer for what he owed and one year in advance. He agreed to keep the heifer until she "came in", so I would have a milk cow.

The next spring I was riding in his neighborhood, and asked to see my heifer. The man scratched his head, and said, "Didn't I tell you about your heifer? No? Why, she died last winter."

Success to your journal—I enjoy every line, ads and all!

WEEKLY PUTS ON FARM EDITOR; DOES IT PAY?

Thorough Experiment Is Made by Publisher's Daughter-Assistant

By Isadore E. Coward

THE time has come when the local—"the community" — newspaper has got to take a part in "covering the rural section effectively." The individual problem of the community newspaper in this respect will have to be solved in each shop; but, the fact remains, if we are to have our rightful place in community leadership, we have got to devote time, energy and money to the interests of the farmers as much as we do to our urban associates.

We have become more than printers, or we have not become anything worth while. We are editors—printer-journalists, if you please—and should regard ample community service with the same importance as we do the balance sheet of our business.

Especial attention must be given the farmers to get and keep them interested in the home town paper From them comes much of the local business. They have got to be shown that the townspeople are working with them and for them, not against them.

The newspaper of the community is the best means possible to establish this unity between town and country.

WHAT the solution is going to be I cannot say now. We are making an earnest effort to reach a solution. Here is our experience, involving what may seem to many community publishers as a daring experiment—*the establishment of a real farm section in our country paper with a trained agricultural editor in charge.*

Our village lies in the far corner of a county. All of this country is rich agriculturally. My father's dream for years has been to serve the farmers of three counties with their own news.

(*Ed.* Note: Miss Coward, the daughter of a widely-known country printer-journalist, Cassius L. Coward, publisher of the Lodi (Wis.) *Enterprise,* styles herself as the news editor of the weekly. This highly valuable article is based on a report she made to the Wisconsin Press Association recently. Lodi has, according to Ayer's, a population of 1,077 in a county of 30,000; circulation, over 900, $2; farming and dairying predominates.

The dream began to take shape when the Madison (Wis.) Daily *State Journal* instituted a weekly farm section. The *Journal* has a large circulation in our locality. The *Journal* gave daily service at $4 a year, with a weekly section of particular value and interest to our farmers, while we were giving them a paper once a week at $2 a year and with no special reference to their needs.

Neither father nor I had any farm knowledge. At the association winter meeting in Madison last year, I talked with Prof. Sumner of the College of Agriculture, told him of what we had in mind, and asked him to be on the lookout for the right man among his "Ag-Journalism" students at Wisconsin university. In the spring a young man became the *Enterprise* farm editor.

THE farm editor was advised that his entire time was to be devoted to the farmers—visiting them for news and feature stories, and selling subscriptions. He was furnished with a roadster, which he had redecorated with a black body, red radiator and fenders, and which became known throughout the countryside as *The Enterprise Red-Winged Blackbird.* As the page developed, it was devoted to a feature story or two each week of some especially interesting farm or condition on a farm; editorials, miscellaneous articles, and finally his popular *Ramblin' with Ole* column—paragraphs about the farmers he called upon but from whom he did not gather enough material for feature stories.

The interviews for new subscribers were not as numerous as we had hoped. Perhaps our farmer was not enough of a salesman; perhaps our dreams were too high.

Not only did the editor mingle with the farmers, but he also received calls for community meetings of various sorts. County sales and institutes always claimed his help, community clubs called on him for talks, readings, leadership in stunts and games—in fact, wherever farmers gather, the farm editor has been invited.

FOR a number of weeks he conducted a *Farm Mistake Contest,* not only to create further interest, but to test how much interest had been aroused already. The results showed in the countless number of reports which came in

WIDE INTEREST, ALMOST STARTLING, PRODUCED BY FARM DEPARTMENT, BUT INVESTMENT SEEMS SLOW IN RETURNING

weekly, for if people couldn't find a mistake of farm fact, they'd be sure to find some unintentional slip of copy or proof reader. A four months' subscription free was the reward.

The *Blackbird* was on the road two or three full days weekly, at least, the rest of the time of the editor being spent in the office writing up stories. He helped in the back office on publication day if we were pinched for time, and on stormy days.

Our man attended an institute in one of the adjoining counties, found much of value in it for his page and was stopped in the Madison depot by the promotors and thanked for his co-operation—and that of the paper. Not all of his experience has been pleasant. He has had criticism from the local farmers, who told him that he was letting some of the fellows put it over on him. Then, too, he has had the experience of a threatened law suit over one of his *Ramblin'* paragraphs. It even got as far as a lawyer's hands.

MISS I. E. COWARD
Lodi, (Wis.) Enterprise.

FROM a financial standpoint, to date, I say frankly that we have not made any money on the newspaper alone since this plan was begun. But, very few pioneer movements can claim financial profits at the start. The number of new farm subscribers since June 8 has been only 66, not enough to make a large increase in our revenue from subscriptions. Nor has the mailing list grown to large enough proportions to command an increase in advertising rates.

But, fortunately, there are compensations which are not measured by a dollar. There has been a keen interest in the page in the community—there is no doubt about that.

As a side result, an increased number of farm stories has been noticed in the columns of our exchange papers since we have begun. Other editors have been encouraged to begin in a small way, at least.

After seven months of trial we are presented with the problem—shall we keep it going? A dearth of help in the mechanical department has made it a physical impossibility to set our weekly 24 or 25 galleys of type. At the beginning of the second university semester our farmer returned to school to complete his work toward his master's degree.

Do the people appreciate our plan sufficiently to pay us to keep it up? And, on the other hand, can we afford to be without it? Shall we be breaking faith with our farmers—both old and new subscribers—if we deprive them of their page?

We feel that there must be and is a way out which will keep the department going and still mean a reasonable financial profit for us. Perhaps the solution will be found in hiring a combination man—one who will be both farm and city editor, having the assistance of a less expensive reporter, and who will spend less time in the field. Some other combination might prove more advantageous, but I really believe that a combination man will prove to be profitable.

Then, too, there is the rural advertising and job printing to be developed, but it will take too much plugging and educating to count on it immediately for revenue.

PRESIDENT COOLIDGE: "Before you admit that your own part is small and ineffective you should remember that the whole is equal to the sum of all the parts."

FARM NEWS vs. DOLLARS

Survey Shows That Publishers Do Not Sense Importance of Rural Sections

By HARRY MYRICK

A NUMBER of useful averages have been worked out by the Department of Agricultural Journalism, University of Wisconsin, Prof. Andrew W. Hopkins "chief". A survey was made over several large agricultural counties. Here are some of the returns:

ONCE a week, 52 times a year, these country editors prepare 13 columns of strictly local news for their readers. The other columns of the weekly are filled with advertisements, ready-print material and news printed at home that is not flavored with a touch of local color.

"The average newspaper town in this section has a population of 1,226. However, the field, served by the paper, reaches far out in the country and has a population of 6,842. These rural people, subscribers to the weekly, also trade, for the most part, in the town where the paper is published. One town, with a population 2280, has a trade population that runs as high as 18,000. Rural folks living 20 to 35 miles distant patronize this town regularly.

OFFICIALS estimate that if the average town that houses a weekly newspaper in this section took inventory of its property and personal belongings, it would find it was worth around $1,352,621. This value includes only the town, itself, and does not reach into the farm lands. *"But the rest of the trade area of these newspaper towns is valued at* $9,257,809. *This later figure includes farm land, livestock, farm machinery, buildings and personal goods.*

"The survey showed that in their weekly edition, these editors prepared around 236 inches of news that recorded the doings of the town and its people. *But the farm community, beyond the town's limits, had its news condensed to* 21 *column inches.* One editor in a town of 440 inhabitants surrounded by one of the richest farm districts in the state, carried but six inches of farm news every week."

My Work

By ROSCOE GILMORE STOTT
(Ladies Home Journal)

THERE was no ordination,
No laying on of hands,
No sober rites, no half-dimmed lights,
Nor pomp, nor blaring bands;
I merely found some work to do,
And did it—none too well, 'tis true.

There was no ordination;
I was not set apart;
In my crude task pray do not ask
Some hidden touch of art;
Yet day by day I someway know
That in this humble work—I grow!

This Story Is Entitled

"FATE? Or, The STINGING TOE of DAD'S BOOT?"

In Retrospect of the Career and the Recent Twenty-fifth Anniversary of One Called "The Friendly Publisher"

By HASSON MILHAEM

News Editor, Davenport (Ia.) Daily Times

FATE, that peculiar hand that shapes the destinies of most of us —that ruins some of us, that makes us glad and sad, that makes us successes and failures—has made of E. P. Adler of Davenport, Iowa, a genius of the newspaper world, a supporting pillar of his home town, and a friend of mankind.

That is, fate and the twenty-five years that have just rolled by, have done so; for it was the celebration of his twenty-five years as publisher of the Davenport *Times* and president of the Lee Syndicate that revealed to the world that "Mannie" Adler as a 16-year-old boy had aspirations to be a great *theatrical producer!*

WE say it was fate! We shall continue to think it was, but James F. Powell, publisher of the Ottumwa Courier, hints that it may have been the stinging toe of P. E. Adler's boot—P. E. being the father of E. P.

At any rate there was a time when E. P. Adler was just as sure he was the real manager of Turner hall in Ottumwa, Iowa, as he is today that he is president of the Lee Newspaper Syndicate.

The next day after "the boot," found the junior back at his case of type in the office of the Ottumwa *Courier,* where he stayed until by the process of evolution he was made a cub reporter, a city editor, an advertising solicitor, a business manager and then, when the Lee Syndicate began to grow, a publisher.

"Mannie" Adler was born in Chicago, September 30, 1872. Paved streets, back alleys and a busy throbbing city had little lure for the Adler family and before he had finished his education he found himself in Ottumwa.

HE became a printer's devil at the age of 15, chiefly because he needed a job. When he returned from his short pilgrimage in the theatrical business it was with a determination that he was not going to spend all his life as a "devil."

His rise from printer's devil to business manager of the *Courier* was fast and when A. W. Lee, publisher of the *Couier,* purchased the Davenport *Times,* January 19, 1901, Adler was sent there to become business manager of the paper.

E. P. ADLER

President, Lee Newspapers
Publisher, Davenport (Ia.) Times

AT that time the paper was the fifth in sie and prestige in that city. It was Adler who raised the advertising rate, it was Adler who "squandered" huge sums on subscription solicitors, and it was Adler who convinced merchants that advertising in the *Times* paid.

Gradually there were consolidations and there were also promotions. Adler became publisher and at the death of Mr. Lee he became president of the Lee Syndicate.

Both the *Times* and the syndicate under his direction have prospered. Today the *Times* is the leading paper in the tri-cities, Davenport, Rock Island and Moline, and the syndicate owns and controls six thriving newspapers, the Muscatine (Ia.) *Journal,* Ottuma (Ia.) *Courier,* Mason City (Ia.) *Globe-Gazette,* Hannibal (Mo.) *Courier-Post,* La Crosse (Wis.) *Tribune* and *Leader Press,* Madison (Wis.) *State Journal,* besides the *Times.*

TO celebrate this progress the publishers of the Lee Syndicate and the *Times* organization entertained Mr. Adler at a surprise party at the Outing club in Davenport.

It was an unusual gathering. Everyone in the *Times* organization was there, from the printer's devils up. It was a different party for the reason that it marked by a spontaneity that comes only from the heart.

Around the banquet board were employes who have been with either the syndicate or the *Times* for thirty-five years.

Tom Kelly, foreman of the *Times* composing room, held that distinction. He is the oldest employe of the paper in point of service, and it was he who expressed the keynote of the party when he explained, "Adler is not only your boss, he's your friend."

The Wisconsin members of the syndicate published a complete paper in two colors, filled with congratulations to Mr. Adler from everywhere in the Country—the stunt proving one of the biggest surprise features of the party. The Wisconsin members "opened up all the stops" in felicitating Mr. Adler, both in serious and humorous veins, and others also added their bits.

Unusual Honors For Edgecombe

PLANS to specially honor Frank O. Edgecombe, blind Geneva (Neb.) editor, president of the National Editorial association, next June, in an exceptional way, have been announced by Ole Buck, Harvard, secretary of the Nebraska Press association.

Mr. Buck proposes that Omaha be made the meeting place for editors from all parts of the country, who will attend the annual convention of the N. E. A. in California. At least sixty Nebraska editors are expected to make the trip, and they will gather here to take the train for the West.

Editors from East, North and South have replied that they will be glad to come to spend a day with Mr. Edgecombe and the Nebraskans, and Mr. Buck is now working out the details for the unique "newspaper party" with the Omaha Chamber of Commerce.

WANT-ADS IN MILLIONS

Chicago Tribune's Methods Are Based on Four Principles, Applied Closely

By W. E. MACFARLANE
Classified Advertising Manager of "World's Greatest Newspaper"

THE Chicago (Ill.) *Tribune* printed approximately 1,460,000 want ads last year, totaling approximately 8,500,000 net agate lines. The *Tribune* maintains a private want ad post office thru which was received and distributed last year more than 3,300,000 letters in reply to box number advertisements alone. Fifty street salesmen cover allotted territories every day. We have a telephone ad-taking department capable of receiving 67 advertisements simultaneously. And we maintain a Want Ad Store employing 24 people who give service in person to want ad patrons. In addition, our telephone and store forces are augmented on Fridays and Saturdays.

We are confronted constantly with the need for speeding up organization activities, and keep closely to the following plan of promotion:

FIRST—Organization efficiency
SECOND—Intelligent Sales Aggressiveness
THIRD—Rigid Censorship
FOURTH—Adequate Advertising

Accuracy in Publication Is Always Given First Importance

WE proceed in the belief that when we receive an order from a Want advertiser, the most important part of the transaction, so far as he is concerned, is *accuracy in publication.* We may train our sales people to be courteous and patient; we may hire those of good presence and education; but when an error is made in the handling of an order all the benefit of good salesmanship and service is lost to us until that error is rectified. Even when rectified, it becomes a set-back from which it takes time to recover.

To assist us in this effort, our accounting department prepares and submits to the business management a *detailed monthly record of the number of errors* made by our mechanical, clerical and sales departments. By the number of these errors and their percentage to the grand total of advertisements printed, we are enabled to judge how well each and all of these departments are functioning. When we find by this monthly record that the percentage of errors is increasing in any particular department, we investigate, and apply the necessary remedy.

THIS article is based on an address by Mr. Macfarlane to the Inland Daily Press Association, and voted as being the best "experience story" on the subject of Classified Advertising ever given before that organization.

The greatest percentage of errors is made by the mechanical department and, as is probably true of all newspapers printing a great number of want ads, this is due to the hurry in setting and classifying just before deadline.

Training New Solicitors Is Done "From the Ground Up"

MUCH effort is put into the selecting and training of those who are to do the selling of Want Ad space. Having made a selection, we begin a training period which includes instruction, examination and close supervision.

Each employe, whether man or woman, is taken on a trip through the major departments of the newspaper, so that he or she may have a proper understanding of how one department cooperates with other departments in the production of the completed daily newspaper. We also try to give the new employe some idea of the historical background of the *Tribune.* Included in this background is information covering the *Tribune's* outstanding news achievements, its flight against quacks and frauds and corrupt politicians: Such information is in itself sufficiently impressive to stimulate pride in the work and an ambition to make good. The curriculum also includes the study in detail of rates and regulations; the market of the Chicago territory and the distribution of the *Tribune's* circulation within that market. Periodical office solicitations promote interest and discussion.

When the beginners are assigned to do actual sales work, we watch the results of their efforts very closely by an intensive system of daily records. The successful men are promoted to the local display advertising department.

Deceivers and Deception Are Watched Through Censorship

THE percentage of our advertisers who deliberately deceive is very small, but small as it is, it is sufficiently large in numbers to call for a book of rules on censorship. Rigid censorship began with us about fifteen years ago. Additional rules of censorship are constantly being formulated. We can never reach a state of perfection but we have fought many a good fight against usury, fraud and immorality, and our readers are generally aware of our attitude to protect them whenever it is possible to do so.

As an illustration: Today there is an almost nationwide real estate boom. We are feeling the advertising sales activity of Chicago and Florida operators. In the face of resistance and possible loss of advertising lineage, we recently made a new censorship decision covering real estate advertising. Now we endeavor to eliminate all speculative copy, such as "Buy now and clean up." "Will double in value in 3 months," and so on, because such statements are virtually guarantees not only of profit but of a definite amount of profit.

In all cases where the names of institutions, organizations, or individuals are mentioned, the relationship to the advertiser and his offer must be passed upon before publication. We recently objected to the following high powered caption at the top of a salesmen wanted advertisement: "Henry Ford, The United States Government, Mayor Dever and the city of Chicago have created new jobs in Calumet City." Investigation showed that the real purpose of the ad was to secure subdivision salesmen to sell Calumet City property. The name of the realty company and the property to be sold did not appear in the copy and only a street number address was used. The ad certainly pulled. It pulled inquiries over to the mayor's office.

We revised the copy to read "The Ford Motor Company, be erecting an assembly plant at Calumet City, has enhanced the value of our adjacent property. We now need more salesmen."

Floating Furniture Dealers Find It Difficult to Get By

WE have another problem of censorship in holding out of our columns the floating furniture dealers. I believe it is a problem of the larger want ad mediums, but with us it is and has been for years the most irritating of all censorship work. These advertisers are bold and ingenious. When held out they come right to headquarters and lie and cry "mock" tears. If that does not succeed they try to bribe those in control of censorship and the bribe offers are not small by any means. When they find our censorship is rigid, they "squeal"

HIGHER OR LOWER RATE FOR CLASSIFIED?

A DISPLAY advertisement's worth to the advertiser depends upon the circulation—the number of times it is printed and circulated.

A CLASSIFIED: It's the number of people who read the classified section that counts most.

Thus, in some cases the display rate would properly be higher than the classified, and in others the classified rate should be higher than the display.—C. L. PERKINS, CLASSIFIED MANAGER, CHICAGO *Herald-Examiner*, A. N. A. E. Address.

HOW "WANT-AD" CROOKS ARE WATCHED AND DEFEATED BOOSTING WANT DEPARTMENT IN DISPLAY AD-COLUMNS

on those who have gotten by us, thereby aiding us in our task. We check the lineage and number of insertions of every furniture ad that appears and if the ad continues after a given period, investigation is begun.

Every sales person and every order clerk, together with a number of individual censors, is charged with the responsibility of censorship at the source of acceptance of an order. *Much additional help in censorship is given by proof-readers in our composing rooms.*

Display Copy in Tribune Keeps Want-Ad Pot Boiling

ADVERTISING of *Tribune* want ad space is done almost entirely through campaigns placed in the *Tribune's* general display columns. No other medium of influence is so low in cost, or so effective for us as our general advertising space. A page in the *Sunday Tribune* costs at the local contract rate $2196. With more than a million Sunday circulation, we therefore receive a distribution of our page advertising message at the rate of approximately five copies for one cent. With us any other effort is only auxiliary to our newspaper advertising, and this policy is based on experience.

We divide our advertising exploitation into three classifications of copy: *Institutional, Suggestive,* and *Testimonial* copy. We buy the best of art work available and employ able copy writers. We do this because we feel that no merchant in our community has a better product to sell than we have, and because we know that we are in competition with all other advertisers seeking the readers' attention, interest, and action.

In a recent investigation made through our sales force, we were able to determine that regular advertisers, knowing and understanding the value of our product seldom paid much, if any, attention to the testimonial advertising messages, because they feel that those advertisements are not directed to them. The institutional copy seems most effective with our regular advertisers, but it must have strong attention-getting power in illustration and headline.

The investigation showed that our testimonial copy definitely aided our sales people in proving their claims, and the copy suggesting the various classification uses seemed to stimulate interest both in prospects and in previous advertisers. We are in the same situation as many of the paper's display advertisers—our prospects do not all fall into one category; consequently we have to devise totally different kinds of appeals for every group.

PROBABLY the strongest thing ever done by the Chicago *Tribune* for the benefit of want advertisers, was the development and exploitation of the theory "The More You Tell, The Quicker You Sell." The theory was first promoted to the sales force, and by them promoted to the advertisers. It stood *our* test. It was exploited in general advertising space with examples of want ads which at first failed, and which succeeded after the "Tell More" theory had been applied. After that we put the "Tell More" theory into booklet form and called the booklet, "Wording a Want Ad to Make It Pay." Many thousands of these booklets were quickly placed in the hands of interested inquirers. Distribution has been entirely by coupon clipped from our advertising or by personal request in our office. To date more than 60,000 have been distributed.

The "Tell More" booklet was prepared as a guide for the advertiser and designed to draw from him a description of the essential features and details of the article for sale, in which the reader is always interested.

Professor of Psychology Gets Lessons in Classified Ads

LAST year a professor of psychology at Northwestern University submitted a plan for a scientific test of our theory. He claimed that because the advertisement which failed in our "Tell More" example, and the advertisement which succeeded were not published on the same date, the results accomplished for our advertisers did not constitute a scientific test. We agreed to accept any test he wished to make, and he submitted a plan of inserting four advertisements in each of four classifications in the *Sunday Tribune.* He was to write the advertisements, which would be graduated in sizes from two to nine or ten lines, using box number addresses and holding the call tickets himself. We used the classifications of "Situations Wanted," "For Sale—Houses," "For Sale—Household Goods," "For Sale—Automobiles." At the same time we felt that market conditions were not particularly favorable for those classifications. In three out of four classifications (the exception being Situations Wanted) the two and three line advertisements brought no returns whatever. But none of the other advertisements, ranging from four to nine lines, failed to bring results. And in each instance but one (that exception again being in Situations Wanted), the larger advertisement brought more results than the advertisement next under in size.

It may interest you to know that in 1924 the Chicago *Tribune* used in its columns 290,000 lines of space for want ad promotion. In other words, we used the equivalent in space of 119 full pages. We lost in that year 113,000 Help Wanted Ads, at the same time showing a net total gain of 18,000 ads for the year. In terms of lineage, we lost in the Help Wanted classifications 890,000 lines, showing a net total loss for the year of only 219,000 lines. Naturally we feel that adequate advertising was valuable to us in the face of an economic situation which was unfavorable in respect to a major classification. In the use of space in the *Tribune*, the want ad department was exceeded only by the very large department stores, and by two men's furnishing stores in the city of Chicago.

TYPES of Men

By Ann F. Ellis

ED. NOTE: The author is the wife and co-worker of Henry M. Ellis, managing director of the Milwaukee (Wis.) Typothetae.

I LIKE to watch the different types of men,
Who journey on life's highway, now and then.

NOW there is one—a conscientious man—
Whose life is built upon a noble plan.
He lives by rule and will not step aside
From Narrow paths to tread the wide.
He lives this way because he must,
For Ethics are to him a sacred trust.

BUT there is one of quite another creed—
Why pays to honor's legend little heed—
It matters nothing in his race for gain
That he has caused another pain;
There's no remorse, nor does he seem to care
When told his methods are not fair;
The moment's gain is all he asks,
In luxury and ease he basks,
Alms he may give, but not himself,
This lover of ill-gotten pelf.

BUT when they're gone the mob will rise
And praise their virtues to the skies,
A common end for each—a tiny blot—
The good and bad of each, forgot

National Send An Idea

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

CONVENTIONS Become MORE PRACTICAL

Here Is an Example of a Successful One-Day Round-up in Which the "Round-Table" Form of Program Prevails

By JOHN L. MEYER

IS there such a thing as a "model" convention for community newspaper publishers? Of course, there is a best way of doing anything and everything. There always will be, no matter how far and thoroughly any endeavor progresses. To find the best way in any set of conditions, and to apply it, is the problem.

The first point, naturally, is to admit that it can be done. That, at least, opens the door. Otherwise, the door has a stiff lock on it.

Even if the result of such endeavor is not a complete 100 per cent, it is likely to be better than 50 per cent. That's a lot! On the *right* side!

There are hundreds of printer-journalists' conventions at this season, beginning with the new year—large and small, city and country publishers and printers. None claims 100 per cent perfection. Everyone contributes to the success of the industry and profession. *Especially, for those who take a real interest in these events.*

"NPJ" does not publish routine accounts of these conventions. That would be impossible—and more or less useless. But, we endeavor, "without prejudice," to function as a clearing house of the new, tried-out ideas, methods and efforts in the field which crop out at these gatherings.

A RECENT convention, among the many, which offered some apparently useful ideas in *formulating and carrying out a convention program,* was that of the Northeast Missouri Press Association, at Macon. First, it was called, *The Semi-Annual Round-Up."* It lasted only one day. It covered *every* angle of printing-journalism to *some extent.* A big feature was a whole afternoon's *"Round Table"*—free-for-all. It covered the news, the advertising, the job, the circulation, the production, the business management, and the community service angles. What more is there? The keynote for each topic was "service"—how to do, and to give—values, values really worth while, values desired by the community and customer; and the discovery of more, newer values, and their "sale" to the community and customer. And, the *opening* keynote, "the creation of the spirit of the convention," or "round-up":

"Experience and observation prove it true that the newspaper that seeks first the largest good of its community finds all other things worth while added to it."

WILLIAM C. VAN CLEVE, editor of the Moberly *Daily Monitor-Index,* and recently elected president of the Missouri Daily Press Group: "Editorials have assumed varied forms and features almost as varied as the men who write them, but in general they may be classed as follows: *Informative, Interpretive, Argumentative,* and *Humorous* or *Entertaining.* These cover the main purposes that govern the editor in his approach to the minds of the readers.

"He may therefore summarize the incidents leading up to an important happening or he may boil down the happenings of the week along a certain course into a few paragraphs and convey to the reader much valuable information that the reader has overlooked, and materially aid him in a proper understanding of the trend of affairs This is the informative editorial. It is the simplest in form, but not the easiest to write.

"The interpretive editorial is designed to develop the real significance of facts or events and to show the hidden meaning of things It represents the laboratory of analysis, the test tube. It appeals to the reader who feels that he is capable of forming his own opinions and has the right to do so, if he can only get the correct facts.

(OVER)

"GENTLEMEN," said President Frank H. Sosey, "Whenever I looked ahead on the way over, the semaphore was green, the way ahead was clear. So it is in the newspaper and printing business. If I read the signals right we are going to have a good year."

"With the opportunity of today," remarked Floyd C. Shoemaker of Columbia, "I'd rather own and run a country newspaper today than to have a big slice of New York or San Francisco—not for the money, but for the chance for development and doing some good for the people."

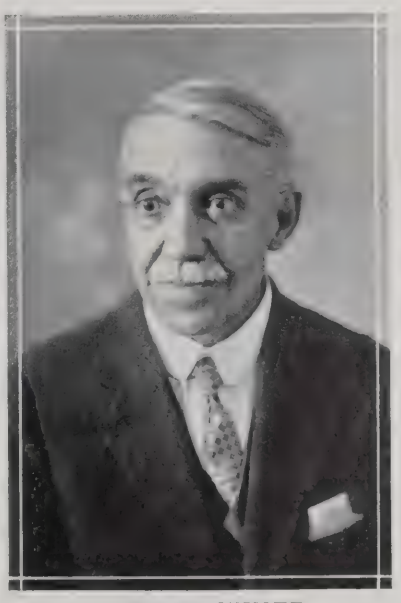
The meeting was held in the auditorium of the Public Library. Behind the president's table was a fine painting of Johann Gutenberg.

(On each chair was a copy of the NATIONAL PRINTER-JOURNALIST, to which most of the members are subscribers.)

Walter Williams, dean of the Missouri School of Journalism, who at the time was in the Republic of Mexico, sent a message of greeting:

"At no time in the history of American journalism has there been a larger opportunity in the profession for public service. We are in a period of transition and it is incumbent upon the newspaper press to be a guide to the right way.

"The newspaper, large or small, in village or metropolis, which best measures up to the full standard of social service permitted unto it will at the same time realize the largest commercial success.



EDGAR WHITE

Newly-Elected President of the North-East Missouri Press Association; a Frequent and Welcome Contributor to "NPJ"

"NPJ" ROUND TABLE : : : : :

MORE PRACTICAL CONVENTIONS, Cont'd

"The third type of editorial carries its own labal. It seeks to directly win the reader's belief or agreement by the argumentative process. Its weakness lies in the fact that the natural perversity of humankind does not readily permit men to be convinced by argument alone. It contains a most important element in editorial writing where discreetly used.

AT the end of Mr. Van Cleve's talk a skeptic in the crowd shot this at him:

"Have you ever heard of anybody being influenced by one of your editorials?"

"Well," and Mr Van Cleve smiled a little grimly: "A fellow came in to lick me because of one of them the other day. That was a little encouraging."

The foregoing shows some "samples" of the handling of the editorial end. Then there were other angles covered in a similarly "hard-pan" manner, offering ample opportunity for *visualization* of the ideas advanced:

A WEEKLY newspaper, The *Columbia Herald Statesman,* is now being issued by the Missouri School of Journalism as a class project Ten students of the school are getting out the paper under the direction of John H. Casey. Mr. Casey attended the meeting, bringing copies of his paper with him. His talk was full of lessons and experiences in production. Here's one specimen:

"The students of the *Herald-Statesman* edit their own copy, write the headlines and pull proof on their own stories, after they have been set, and then read the proof. Thursday is press day. One printer gives over most of his day to making up, with the students supervising. The student editors are assigned to the printshop on press day in two hour shifts so that about two of them will be on duty at any time of the day. Most of them are handling the type, locking up forms and otherwise making themselves useful on press day by the end of the term.

"On Friday the student editors gather again for a round table discussion on the merits and demerits of the week's issue, placing the responsibility for errors, and suggestions being made by the instructor for improvement.

"These after press day discussions often prove most interesting. Editorial assignments for the next week's paper is a matter of discussion also on Friday, and editorials are prepared over the week end."

From
The Macon Republican,
Macon, Mo.

JOHN L. MEYER, editor of the NATIONAL PRINTER-JOURNALIST, has always been a friend of the Northeast Missouri Press Association, and has developed some fine talent in these parts One bright young man he brought to the fore was Edgar C. Nelson, editor of the Boonville *Advertiser,* and Mack Dunham, publisher of the Bunceton *Eagle.* If you have done anything worth while in the printing and publishing line Mr. Meyer wants to know about it. The NATIONAL PRINTER-JOURNALIST is a high-class magazine, using good engravings and printed on the best of paper. Mr. Meyer has kindly sent a number of sample copies for distribution among the members. One of these covers the Rural Life Edition of the Boonville *Advertiser,* one of the most noteworthy achievements of Missouri Journalism during the past year.

WE don't know if this one was as productive as some other conventions of the season. It was productive, however. A little analysis of even the meager report above, will be worth while to all who want to make conventions more useful. In later issues *"NPJ"* expects to present other "round-ups" such as this. The intention is to be helpful—to "clear" good ideas on this subject, just as every issue endeavors to be a clearing house to the best possible extent as to any and all subjects of interest.

I am reminded of a story: A rather rough sort of a man was induced by his large family to go to a camp meeting. To be brief, it was hoped the experience would make him *less rough.*

The first evening he came home, with disappointment written all over his face.

And, so the second; and the third evening.

On the fourth night, he came in beaming. The family at once felt much better. They asked him, timidly. "Well," he said, "we had a wonderful meeting *today.* So-and-so-and-so talked *and I talked* today!"

"There's a reason" for the success of printer-journalists' gatherings where the round-up, or round-table idea prevails!

MORE ADVERTISING

BONUS FOR ADVERTISING STAFF

One S. N. P. A. member has put in a bonus plan for its advertising staff which is already working successfully on another member paper. A bonus of one-half week's salary to the whole staff is given in a month if the total local linage for the month is approximately 10 per cent increase over the same period in the previous year. If the total local linage for the month is 5 per cent greater than the total necessary to win the first bonus, the staff will get another bonus of one-half week's salary. Each member of the staff is given a quota based on past performances, and the underlying purpose is the development of new business and new accounts. The management of the papers believe that it affords a way for the staff to increase its remuneration substantially and reduce more and more the number of special pages or features worked by outside crews.—*S. N. P. A. Bulletin.*

HAVE YOU MET UP WITH THIS ONE?

One correspondent sends in something new. A general advertiser asks him to set a sample ad and send in a proof for inspection. *If it is satisfactory the advertisers thinks he may buy space.* This advertiser says he used to use country papers more or less but become disgusted with them because they gave such poor attention to his copy. Now, if he buys at all, he wants to know what he is getting.

This advertiser voices a common complaint, and there is entirely too much reason for it. Too many publishers pay little or no attention to the set-up of an ad, or how it prints. The average man takes enough pride in the appearance of his paper to make it show up the best that the limitations of his equipment will permit. It doesn't take long to wash rollers and put proper packing on presses. And it takes no longer to set an ad neatly than it does to throw it together—*Nebraska Press Bulletin.*

A LETTER NOT ALWAYS NECESSARY

The Washington (State) Press association headquarters have sent the following to members: All advertising contracts should be acknowledged, but it is not always necessary to write a letter. A printed form something like this may be useful.

(name of paper)
(put in selling point)
(name of town)

(date line).....

.....(agency or advertiser)

.....(location of agency)

We acknowledge your order No.....of.....(date of order) for.....(name of campaign or advertiser) to run.....(state when ads are to run).

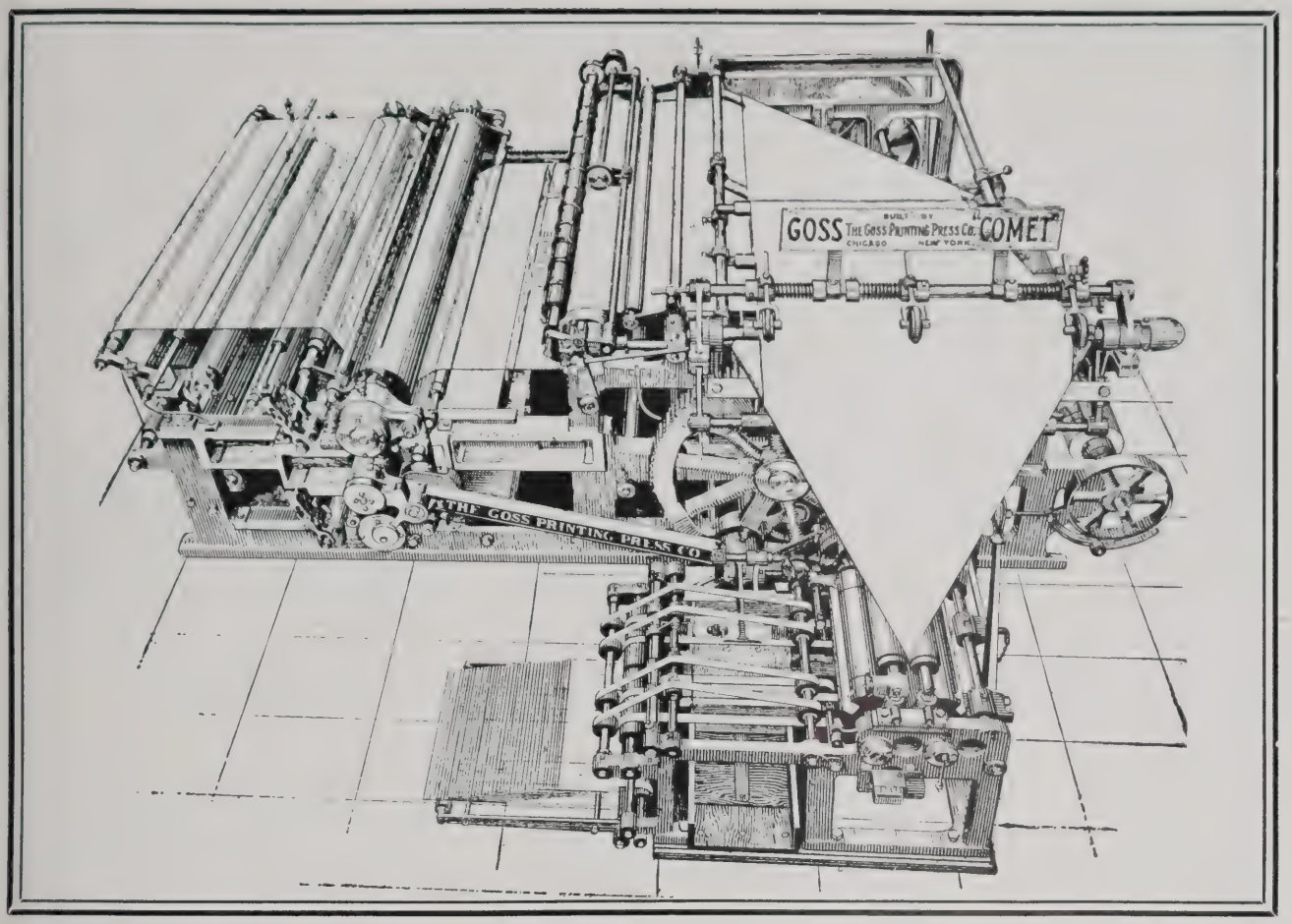
We thank you for this space and assure you we will give it our best possible service.

Yours truly
(NEWSPAPER)
by.....

AS TO FAILING TO PUBLISH AN AD

Major Lew B. Brown, editor and publisher of the St. Petersburg (Fla.) *Evening Independent*—the paper that is given away free every day the sun does not shine on the city of St. Petersburg—writes the S. N. P. A. Bulletin, as follows:

"I note the query of a member of the New England Daily Newspaper Association whether anyone had known of a case



"I am now fully converted to the Goss way of getting out a newspaper."

—Fred Wheeler, The Lake County Star, Crown Point, Indiana

Mr. Wheeler wrote us January 7th, the day on which the Goss Comet was given its first trial, stating that he was more than satisfied with the press.

"It was not found wanting in any particular and turned out eight pages as prettily as the most exacting editor could ask for. I want to thank the Goss Co., for the splendid co-operation it gave me in the erection of the press and the promptness and painstaking work of your erector who left the Comet in perfect running order. I am now fully converted to the Goss way of getting out a newspaper."

Built by the same mechanics and in the same shops where the presses for the big city newspapers are constructed, the Goss Comet is likewise erected, guaranteed and serviced by the same organization on which the world's largest publishers rely. Send for catalog—without obligation.

THE GOSS PRINTING PRESS COMPANY - CHICAGO

The Goss Printing Press Company of England, Ltd., London
Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

GOSS
STRAIGHT GOSS HIGH SPEED LINE
"COMET"

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS

"NPJ" ROUND TABLE
(CONTINUED)

of a newspaper being sued for not printing an advertisement, having left it out by error.

"We did not get a suit, but we were seriously threatened with one by an intelligent and strong man. His page advertisement of a real estate auction was left out through a confusion of names in the understanding of the night foreman and a resultant confusion of orders. The complainant had complied with all the rules of the office and had even checked up by telephoning the night foreman to make sure his copy was in and all right. It was clearly our fault that the advertisement was left out. The customer thought we ought to make good his loss. We asked him to fix that loss. He placed it at $1,200. We called his attention to the fact that his advertisement had been printed in the other publications of the city, but he discounted them and insisted that he had lost much more than $1,200 because of the advertisment not appearing in the *Independent.*

"We were clearly up against it. So we said to him that we would co-operate with him in friendship that he should get a lawyer and bring a suit, and if he would prove in court that a page advertisement in the *Independent* was worth $1.200 or more to the advertiser, we would gladly pay him the $1,200 and all costs and lawyer's fees.

"You can readily see that the value of such proof in court would be worth vastly more than $1,200 to us, and we had visions of large publicity of that suit and such proof. But, alas, the lawyer turned him down on that old legal rule that one cannot collect damages for prospective or imaginary losses. And so ended his claim and our visions."

BETTER CIRCULATION

TIGHTEN UP ON CIRCULATIONS

Michigan Press Association, at its recent annual, adopted a new constitution providing a minimum membership fee of $5 a year, with other fees based on circulation—also a "preferred list" based on circulation, including audits by Field Director Len W. Feighner, a member of the association's executive committee and a local merchant.

FIFTY-TWO MAPS A YEAR, PER SUBSCRIBER

Quite a new way of winning new subscribers has been adopted by the Berliner *Morgenpost,* a morning newspaper much read in Labor circles of the German capital. On each receipt the map of a country is to be printed so that at the end of the year the subscribers will have fifty-two good maps, the subscription being collected weekly. A handsome cover will be furnished free of cost.

"DOLLAR BONUS" CIRCULATION PLAN

H. E. Talbert, Lancaster (O.) Daily *Eagle* reports an idea called by the foregoing picturesque name. Every newsboy, rural mail carrier, postmaster, agent, solicitor—in fact, everybody was eligible for the offer. The invitation read:

"If you are now a subscriber, pay to date and one year in advance and you are entitled to the Dollar Bonus!

"If you live in the city and wish to subscribe, sign the card the carrier boy presents, stating that you will take the Daily Eagle for at least six months at 12 cents per week. The carrier will bring the card to the business office of the Eagle and, as soon as you pay One Dollar on it, it will be given to the boy for his trouble.

"If you pay 12 cents a week or a year's subscription in advance at the office, you get the Dollar!"

A limit of 1,000 subscriptions was set for the offer and, according to Mr. Talbert, the stunt exceeded its originator's fondest expectations!—*Bonnet-Brown Scarab.*

HELPED INCREASE SUBSCRIPTION LIST, TOO

A free picture show for Dollar Day at Liberty, Tex., was put on by the *Vindicator*. The following invitation was published in a 2-column box on page 1:

"The *Vindicator* invites all citizens of Liberty county to be its guests Saturday, Feb. 20, at the afternoon performance of the Ager Theatre.

"Special tickets have been provided and will be given away by the merchants advertising in this issue of the *Vindicator.* When you come to Liberty be sure and call on these merchants. Inspect the big bargains for DOLLAR DAY and ask for your tickets for the performance.

"One of the biggest pictures ever shown will be held on that day. 'The Queen of Diamonds' is the title and it is guaranteed to be full of love, and thrills, Also a Comedy and the News reel. You will absolutely enjoy every minute of it.

"The afternoon show starts at 2:30, so remember to come in early in order to finish your shopping before the picture starts.

"The *Vindicator* hopes that every one who can will visit Liberty on that day. We want to make it worth your while to visit Liberty any day or at any time; but on Saturday's we are going to try to make it worth your while to be here." .....

MANAGEMENT : ACCOUNTING

VACATIONS WITH PAY IS PROVIDED

VACATIONS with pay are to be granted piecework and hourly employees of the Mergenthaler Linotype Company, according to an announcement by Norman Dodge, vice-president and general manager.

During the summer of 1926," he said "a vacation, with pay at the hourly rate, will be granted to the hourly and piecework employees of the Brooklyn plant as follows:

"One week to employees who at the beginning of the vacation period have been continuously in the service of the company for at least one full year.

"To each employee who, at the beginning of the vacation period, has been in the service of the company less than one year, a vacation of one day for each two months of continuous service prior to that time.

"The above applies only to employees in the service of the company at the time that the vacation period begins.

"The granting of this vacation with pay in 1926 is not to be considered a precedent for future years. It is being tried as an experiment with the feeling that, as expressed by many of the employees, they will be benefited and will be more efficient for having this rest."

REBUILDINGS; NEW HOMES; ADDITIONS.

Athens (Ala.) Limestone Democrat—To build.
Mansfield (Ark.) Messenger—In new building.
Culver City (Cal.) Daily News—Building home.
Woodland (Cal.) Independent.
Cuyahoga Falls (O.) Reporter—In new home.
Coquille (Ore.) Sentinel—To build.
El Paso (Tex.) Post—In new home.
Ogden (Utah) Standard-Examiner—In new home.
Upton (Wyo.) Gazette—In new home.

HANDLING THE ITEM OF SPOILAGE

Says a contributor in the U. T. A. *Bulletin*: Every expense must be considered when computing costs, for there is a far greater tendency to overlook expense items than to overestimate them.

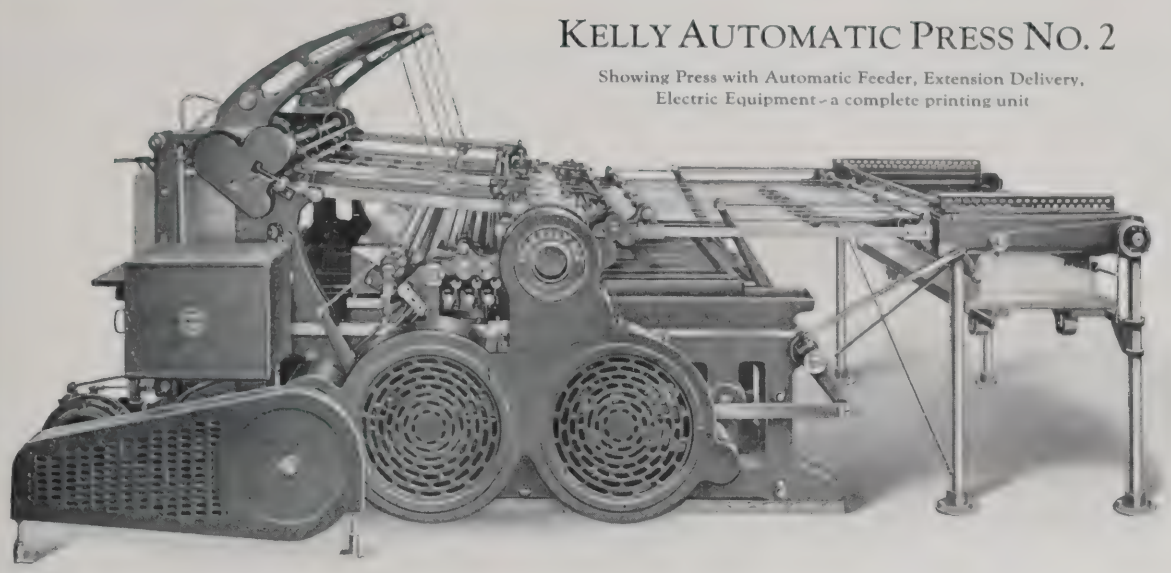
In order that spoilage expense will be included in the hour costs as applied to orders, all items of spoilage must be reported to the office. Ofttimes, spoilage is hidden in the plant and the office never knows of many of the spoilage items which occur from time to time.

Spoilage expense varies from month to month and sometimes a large order is spoiled, this would make the spoilage expense very high and higher hour costs for the period would be the result.

In order to insure the recovery of the spoilage expense and to stabilize the hour costs, a good practice is to anticipate this expense by setting up a Reserve for Spoilage and Spoilage Allowances on the books. This is accomplished by making a fair estimate based on past experience of the spoilage and spoilage allowance cost for the year. This amount is then apportioned over the twelve monthly operating periods and the Reserve for Spoilage and Spoilage Allowances is credited for this monthly portion of anticipated Spoilage. The Spoilage Expense item is charged directly to the Factory Departments incurring this expense or is absorbed through the General Factory Expense.

When spoilage is discovered after the job is printed, a job ticket should be put through for replacing the spoiled work and this job ticket should be charged for all hours expended and for all materials used to replace the spoiled or defective work. When this replacement order is completed the Reserve for Spoilage and Spoilage Allowances is charged for the cost of the replacement.

If allowances in the selling price are made due to defective work on the order and the order is not reprinted then the Reserve for Spoilage and Spoilage Allowances should likewise



KELLY AUTOMATIC PRESS NO. 2

Showing Press with Automatic Feeder, Extension Delivery, Electric Equipment—a complete printing unit

An Automatic Printing Press operating at a maximum speed of 3000 impressions per hour

IN designing the KELLY AUTOMATIC PRESS No. 2 special consideration was given to speed, durability, conveniences, register, rigidity of impression, distribution and easy running qualities. The object was to produce a press capable of handling a wide range of printing rapidly and of the highest quality. Several years operating experience with the No. 2 Kelly has demonstrated the soundness of the design. Users endorse it as an unusual printing unit and many have placed repeat orders evidencing their complete satisfaction.

The Kelly Automatic No. 2 takes a standard sheet 22x34 inches, two rollers covering a form 21x34 inches. The bed measurement is 28½x35½ inches. Oversize sheets up to a maximum of 24x35 inches may be handled. The minimum size sheet is 8x12 inches.

The Kelly Automatic Double-Rolling Device is part of the regular equipment, and when required, is valuable on oversize work and for exceptionally heavy solid plate forms that are ordinarily placed on larger cylinders.

Paper and card stocks, hand fed because of peculiar characteristics, are easily run automatically fed on the Kelly. The double pyramid distributing system of five rollers with three form rollers and ink plate constitute a very effective inking system. The Kelly Extension Delivery holds 27 inches of paper delivered on truck for easy handling.

Printers seeking extraordinary printing qualities should investigate this very efficient cost reducing unit.

FOR SALE AT ALL SELLING HOUSES OF THE

American Type Founders Company

Also by BARNHART BROTHERS & SPINDLER *at Washington (D. C.), Omaha, Dallas, Seattle;*
SEARS COMPANY CANADA LIMITED, *Toronto-Montreal;* ALEX. COWAN & SONS, LTD., *all houses in Australia and New Zealand;*
CANADIAN-AMERICAN MACHINERY COMPANY, *London, England*

SET IN MEMBERS OF THE GOUDY FAMILY. VANITY INITIAL

"NPJ" ROUND TABLE
(CONTINUED)

be charged for this allowance. (Allowances for shortage or to correct errors in billing are charged to Sales Allowance Account. Allowances to retain customers' good will are charged to Selling Expense.)

The following table of Spoilage Ratios may aid in determining the estimated spoilage for the coming year.

Average Spoilage Ratios of Plants Whose Reports Are Included in the Ratios of Composite Printing Costs for 1921-1922-1923

Spoilage Ratios	1921	1922	1923
Ratio of Spoilage Expense to Sales	.50	.41	.39
Ratio of Spoilage Expense to Cost of Sold Product	.55	.44	.40
Ratio of Spoilage Expense to Total Expense, Exclusive of Materials	.84	.65	.61

In the foregoing table the spoilage expense represents from four-tenths to one-half of one percent of Sales.

PRODUCTION ANGLES

THE GAY OLD TRAMP PRINTER

Solemly the newspapers from time to time chronicle the passing of the old-time tramp printer. A brief obituary is prepared, a dirge is sounded and the picturesque figure of long ago is only a memory in the "morgue" he helped to make. But this periodic report is greatly exaggerated, for the wandering printer, who once so blithely "rode the rods," of convenient freight cars, has been seen and recognized in his own automobile.

It is easy to dress the active wanderlust of the roving printer in glamorous trapping of romance, for his life had the color of adventurous travel. He was genial, likable, and seldom vicious.

Of the traveling printer of today it is reported he is rarely without money, and that he gets a line on business conditions before heading his "flivver" into new territory. He carries a union card by way of credentials and in a union town he catches on as a "sub." And "more traveling cards are being issued today than at any time in the past," according to James M. Lynch, president of the International Typographical Union.—*Nation's Business.*

CONSUMERS' DOLLAR? WELL, HOW'S YOURS?

The Pennsylvania Press Association members recently received the following from their headquarters in Harrisburg, A. W. Fell, managing director:

"If the purchasing power of the consumer's dollar has declined to about 60 per cent of its pre-war value the employer's dollar in paying wages has shrunk still more because of the higher wages paid. The relative purchasing power of the employer's dollar in the various industries, on the same basis, in October, 1925, as compared with the 1914 value, was as follows:

"In the paint and varnish indutry, 53.8 per cent of the 1914 value; in the machine and machine tool industry, 47.4 per cent; heavy equipment, 46.3 per cent; electrical manufacturing, 45.5 per cent; hardware, 46.3 per cent; *in the printing of newspapers and periodicals, 44.6 per cent; book and job printing, 42.9 per cent;* in the boot and shoe industry, 44.6 per cent; agricultural implement industry, 44.2 per cent; in the paper and pulp industry, 43.9 per cent; furniture, 42.7 per cent; foundries, 42.6 per cent; in leather tanning, 42.4 per cent; in the chemical industry, 42 per cent; in the iron and steel industry, 41.5 per cent; in the rubber industry, 33 per cent; wool, 37.3 per cent, and in the paper products industry, 36.8 per cent."

AUTHOR'S CHANGES, IN WHOLESALE LOTS

Nearly a quarter of million dollars seems quite a tidy sum for the year's expense resulting from the changing by official writers of the United States Government, including members of Congress, of their words after their writings have been set in type. Such, however, was the amount thus spent last year, as disclosed by George H. Carter, the public printer, who vouchsafed the further information that this represented some $50,000 more than in 1924. Mr. Carter did not hold out any great hopes, moreover, to the aspirant after the honor of reading all the literature of the Government, for he gave it as his opinion the other day that such a one would have to outlive Methuselah, and that even thus he would in a few years be hopelessly behind the current publications of the vast army of government writers. But then he added that he has facilities for increasing the size of the Congressional Record from an average of 80 pages daily to 256 pages.—Boston (Mass.) *C. S. Monitor.*

NEW NEWSPAPERS, OFFICES, PLANTS

Aliceville (Ala.) Journal.
Boaz (Ala.) News.
Gould (Ark.) Advance.
Solvang (Cal.) Ynez Valley News—O. L. Powell.
Washington (D. C.) Spectator—Weekly.
St. Petersburg (Fla.) Merchants Printing Co.
Castena (Ia.) Times.
Albert (Kans.) Record—L. G. Hixon.
South Hutchinson (Kans.) Record.
Somerville (Mass.) American.
Lake Lillian (Minn.) Echo.
Menahga (Minn.) Journal.
Lynbrook (L. I.) Post.
Newark (N. J.) Monroe F. Dreher, Inc.—New printing firm.
Hettinger (N. D.) Tribune.
Kidder (S. D.) News.
Garrison (Tex.) Gazette.

COMPOSING ROOM RULES IN SOUTH

The publisher of a Southern daily has sent a memorandum to the foreman of his composing room, as follows:

"Will you please pass the word to employes of the composing room that their co-operation along the following lines will not only facilitate dispatch of business, but will prove helpful in the efforts to keep a well-regulated and clean plant:

"1. Instead of leaving soft drink bottles in the window sills or in various places on the floor, these bottles should be deposited in a receptacle provided for the purpose.

"2. To see that lights are cut off when not required. Frequently, employes come into the building after hours, turn the lights on and forget to turn them off when leaving the room. In other words, each employe can do his part in cutting out the waste.

"3. Certain employes have been guilty of rubbing their soiled hands on the wall in the washroom near the lavatory. This is something they wouldn't do at home.

"4. Employees have been known to park their cars directly in front of the building all day. Space is provided in the lot in the rear of the building. In parking, please park as closely to the next car as possible and park parallel. The management is glad to have its employes make use of the space.

MEASURING UP IN ADVANCE

The first column gives the size of type; the second gives the approximate number of words to the square inch of composition in that type.

5 point solid	69
5 point leaded (1 pt.)	59
6 point solid	47
6 point leaded (2 pt.)	34
8 point solid	32
8 point leaded	23
10 point solid	21
10 point leaded	16
12 point solid	14
12 point leaded	11
14 point solid	11
14 point leaded	7
18 point solid	7
18 point leaded	5

LINES OF TYPE PER INCH

	Solid	2 pt. Leaded
5 point	14.40	10.28
5½ point	13.09	9.60
6 point	12.	9.
7 point	10.28	8.
8 point	9.	7.20
9 point	8.	6.54
10 point	7.20	6.
11 point	6.54	5.53
12 point	6.	5.14
14 point	5.14	4.50
18 point	4.	3.60

LOSSES FROM SHRINKAGE OF METAL

A member of the New England Daily Newspaper Association has this to say about his metal shrinkage: "We have two casting pots, one for linotype metal and one for stereotype. We use linotype metal for all the machines and flat casting, the stereotype pot only for press plates. All ends go to their own pot but all sweepings to the linotype pot. Therefore, that has some gain over the stereotype pot.

"Every year we inventory each metal and add to it all bought

HAMILTON GALLEYS

Double Side Walls with Smooth Rounded Edges

(Pat. Nov. 28, 1922)

The Maximum in Accuracy, Strength and Rigidity

Illustration shows full-size corner detail. Made in one piece; electric welded corners; material specially prepared, perfectly smooth, of uniform quality and the best obtainable for the purpose. Elaborate dies in mammoth presses form the head and sides in double walls that provide practically double the strength of any other galley design, with top edges always round and smooth and galleys uniformly square, thereby insuring a finished product which may be used equally satisfactorily for storage or make-up—a real *all-purpose galley*.

The old saying that there is "nothing new under the sun" does not apply to this galley design which is entirely new and one of the most notable contributions to the printing industry in recent years. Think it over! If you want the best, specify "HAMILTON" on your next order.

SMALL SAMPLE FREE ON REQUEST

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

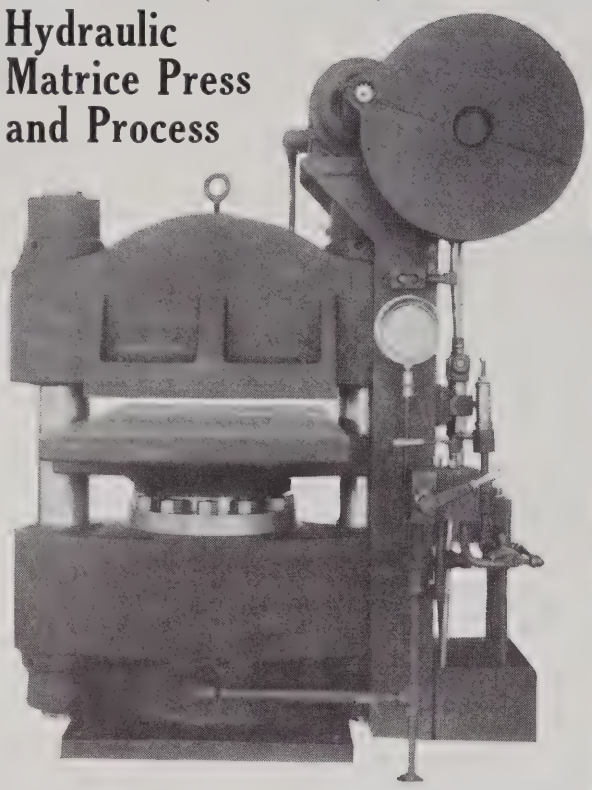
Eastern House, RAHWAY, N. J.

Hamilton Goods Are for Sale by All Prominent Type-Founders and Dealers Everywhere

BIROTADRUCK

(Bi-rota-druck)

Hydraulic Matrice Press and Process



Direct Pressure Matrice Die Embossing

The American Birotadruck matrice press and process is a hydraulic direct pressure matrice moulding press and process—definite in all its functions moulding a perfect die cut and embossed mat ready for the casting box without loss of time. Through the Birotadruck method pressure on the machine is under complete control, without slip, drop or vibration and may be maintained indefinitely.

No More Crushed Type or Blurred Pages

Any desired pressure may be obtained without injury to type or illustrations. Under the Birotadruck process half tone illustrations are embossed and the matrice die sunk simultaneously with the moulding operation. The plate cast in the casting box carries a mechanical reproduced embossing, sinking the high lights and raising the deep tones on half tone photo engravings, thus securing the same effect on rotary printing presses as obtained by underlaying cuts and overlaying tympan on flat bed and offset presses.

No Change in Equipment

There are no changes necessary on presses, stereo or other equipment. The Birotraduck Matrice Press and Process takes the place of Matrice Rolling machines and adds refinements and features not heretofore available in matrice moulding.

Either wet or dry mats may be used with full success.

Installations have been made on the plants of the New York Times, New York Herald-Tribune, Boston Globe, Dallas News and machines are being built on orders from other metropolitan newspapers.

For sample of pages produced under actual working conditions and other information, address

AMERICAN BIROTADRUCK COMPANY, Inc.

Suite 1202

120 West 42nd St. **New York City**

"NPJ" ROUND TABLE

(CONTINUED)

during the year. At the end of 1925 we showed a gross shrinkage of 28 per cent in linotype metal and 44 per cent on stereotype.

"During the year we sold dross from both sources, leaving the net loss of both metals 22½ per cent. As on dross the return is about 40 per cent only, the real net loss would be greater than 22½ per cent although perhaps not countable against metal weight loss."

Think About This!

MUCH is being said about profit these days. Why not consider the obvious results of a lowered production cost? It will expand the difference between the cost price and the selling price which is virtually the same as additional profit otherwise gained by a higher selling price. We are certain of this much—the modern plant of today is enjoying a larger profit than the antiquated plant.—WESEL'S TOPICS.

GETS NEW PRESSES AND EQUIPMENT

The San Francisco (Cal.) *News* is now installing five Goss High Speed Low Construction Units and one Pair of Folders, recently shipped by The Goss Printing Press Co. This new equipment will be added to the Goss High Speed Straightline Octuple which has been in operation in the *News* office for a number of years.

The Goss company has just made shipment of a Goss High Speed Straightline Sextuple Press to the St. Paul (Minn.) *Daily News*. This gives the paper one Goss High Speed Sextuple, one Goss High Speed Octuple and one Goss High Speed Five Deck Straightline Press. Shipment was also made of a Goss Comet Flat Bed Web Perfecting Press to the Stuart (Fla.) *South Florida Developer*. The Carthage (Ill.) *Republican* made purchase recently of a Goss Comet Flat Bed Web Perfection Press for shipment this spring.

The Western Newspaper Union has just ordered two Goss Motor Driven Steam Tables and a Combination Wet and Dry Matrix Rolling Machine for the Omaha plant. This makes the thirteenth Western Newspaper Union plant using Goss stereotype equipment. Cleveland (O.) *Press* has installed a new Goss Combination Wet and Dry Matrix Rolling Machine. The Asheville (N. C.) *Times* has ordered a Goss Combination Wet and Dry Matrix Rolling Machine. Meyer Both Company of Chicago, has just added four new Goss Motor Driven Steam Tables to their mat service plant, making eight Goss Motor Driven Steam Tables and four Goss Mat Rolling Machines in operation in this plant.

SELLING JOB WORK

AN IMPORTANT POINT IN GETTING ORDERS

"Of course, most printers are honest. The trouble is that the honest printer ignores advertising along lines which will convince buyers that he is honest. The buyer generally is left in ignorance as to the integrity of the printer addressing him.

"What good does it do to talk about creative service and other latter-day printer-services if the prospect is permitted to keep open in his mind the question as to whether this printer is a square-shooting business man or a petty opportunist ready to cheat wherever he can?"

We think this man is essentially correct. Undoubtedly the average printing buyer's attitude toward printers as a class is badly diseased. Aside from all questions as to the correctness of that attitude, the printer's big problem of getting business volume at a fair profit rests upon convincing his public of his unimpeachable integrity.—*The Third Link.*

TALKING QUALITY, NOT MERELY PRICE

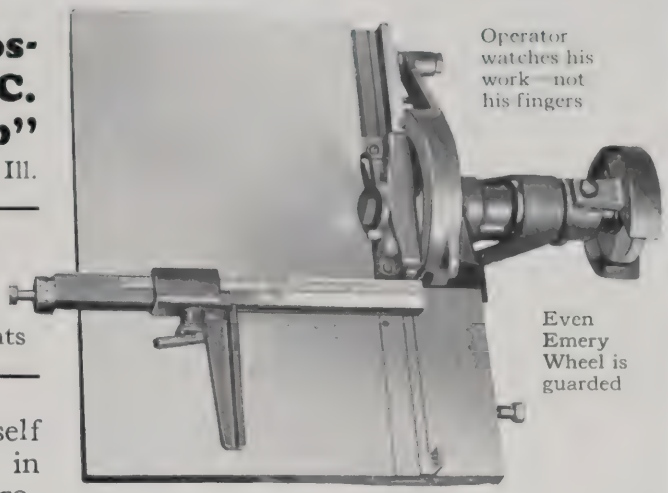
Carrying an illustration of a castaway on a lonely island, a folder of the Fowle Printing Co., Milwaukee, to prospects and customers, said:

"Much of the sales literature that has cost good money to produce is marooned—cast away unread. The message it con-

"We find it absolutely impossible to dispense with the C. & G. Trimmiter in our shop"

NEWS-DEMOCRAT- Belleville, Ill.

This typical news and job shop wanted our new Type Finishing Attachment put on their Trimmiter, but couldn't spare it—so they ordered ***another Trimmiter*** with ***all*** attachments



C&G TRIMMITER has ***proved*** itself indispensable in hundreds of progressive printing plants. It is economical to buy and operate—simple and enduring—improves product AND IT IS SAFE! Fingers ***can not*** come near saw blade. (See illustration). No wonder compositors prefer to work on it—no wonder owners find it a good investment. Any shop can well afford to replace any other saw with a Trimmiter precision composing room saw and mitering machine — those that have none always choose the Trimmiter after it is seen. It is ***new*** and ***better***—don't take our word for that—let us send you the names of those near you who use it—***they*** tell our story.

DOES MANY THINGS saws, trims and miters—sharpens its own saw blades—has Universal saw blade that cuts anything—routs high slugs—makes printing surface of display slugs perfect—does all quickly. Ask for complete information.

Cheshire & Greenfield Mfg. Co.
Designer and Maker
538 S. Dearborn Street, Chicago, Ill.

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE
The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN [illegible] BY CATALOG [illegible] BODY CATALOG 6E ITALIC

Every time that jobber of yours Prints → 1 sheet

M-24 3

is Printing → for some more Progressive Printer

The two thirds You are losing is in here

How long can You stand that loss?

LOSS because some other printer near you is getting the increased production and increased profit.

M-24 is the up-to-date profitable means of producing commercial printing—4800 per hour.

M-24 users are money-makers. They are out of the rut. Write for illustrated catalog.

Lisenby Mfg. Company

608 So. Dearborn St. Dept. D, Chicago, Ill.

"NPJ" ROUND TABLE
(CONTINUED)

The Folly of Short-Cuts

From THE PROFESSIONAL MEN'S CLUBS QUARTERLY

AMONG the conspicuous failings of our time is the reliance upon short-cut methods to accomplish what can only be attained by patient following of well-established roads.

Many of us are pathetically confident of the power of legislation to bring about results which the experience of the race demonstrates can only be secured by the slow process of moral education. *There is no short-cut to character.*

Similarly, many of us imagine that we can shorten the process of acquiring the various skills which are necessary for the world's work. But *there is no short-cut to skill.*

The Professional Spirit includes a robust faith in the necessity of discipline, and a healthy scorn for whatever lowers the standards of good workmanship. These we must maintain, even in a world where at present they are very unpopular.

tains is in distress, and fails in being rescued from the waste-basket because the printing is poor and does not attract attention.

"Printing is a most important part of sales literature, and it should be a true embodiment of the subject-matter of the advertising. For printing should not be simply a haphazard arrangement of types, rules, and cuts impressed in ink.

"Appropriate selection of types and employing them to emphasize or subordinate the parts of the theme; proper artistic balance through type grouping and judicious use of space; the choice of appropriate stock and format, the colors of ink, thorough "make-ready" for a perfect impression—all these are elements in good printing.

"Printing should reflect the very spirit of your message and the character of the merchandise or service. It is creative, not merely mechanical."

NOTED BUYER OF PRINTING SPEAKS UP

Edward S. Jordan, who has delighted as well as instructed many students, buyers and sellers of printing and advertising, and made a phenomenal success of his motor car business, replies to the question, *"How Would I Advertise a Printing Business, Large or Small?"* as follows:

"First: I would chloroform any salesman who started to talk about the price of my product before he sold the organization and the quality of its product to the prospective purchaser. That is the best advertising that you can do while selling.

"Second: I would put a little more personal service into every account that I attempted to handle than my competitor seemed inclined to give.

"Then I would charge a little bit extra for the printing. People do not want cheap printing alone. They want printing at fair cost with intelligent, up-to-the-minute service.

Third: I would spend a great deal of time and energy selling the prospective purchaser on buying a high-grade stock, using color when I thought advisable, and creating good advertising for myself by inducing my customer to use high-grade printing.

"Fourth: I would study the needs of the man's business and make him dependent upon me for successful, constructive, practical suggestions regarding his advertising, so that he would not only want me to call upon him to accept an order at a price, but he would welcome my arrival at his office to give him ideas about advertising his business.

"Fifth: In addition to serving customers that I already had I would have my salesmen doing leg work, seeing all the people they possibly could—not selling price—not selling printing—but selling intelligent brain service."

"NPJ" ROUND TABLE
(CONTINUED)

MORE INDEPENDENT DAILIES Although FEWER IN NUMBER

A DECREASE in the number of daily newspapers in the United States and an increase of independent dailies at the expense of partisan newspapers are the outstanding tendencies of the daily journalistic field, as shown by a survey just completed at the University of Missouri.

Eight states were considered in making the survey—Missouri, Pennsylvania, California, Montana, Minnesota, New Hampshire, New York and Georgia. The newspaper conditions in the daily field in these states in 1915 were compared with conditions in 1925.

There were 66 fewer daily newspapers in the eight states in 1925 than there were in 1915. The greatest loss was shown by Pennsylvania, with a decrease of 41. California was the only State to register a gain during the decade, showing an increase of nine dailies. Georgia and Minnesota showed no change in their totals.

THE loss in Democratic dailies in the eight states named was 54 and in Republican 34. The Progressives lost 15 papers and smaller groups a lesser number. The loss was partly balanced by an increase of 23 independent dailies.

The latter figure is significant, as the survey shows that 482 of 787 dailies, or more than 61 per cent, claimed some sort of political allegiance in 1915. Ten years later less than 53 per cent, or 381 out of 721, were partisan papers.

MANUFACTURERS : SERVICES

REVIVAL OF ORNAMENTAL TYPE FACES

Just now the type makers are showing some interesting revivals of oldtime decorative lettering. Three very pleasing series have recently been announced by Barnhart Brothers & Spindler. Two of these are importations lately brought out by type founder of Dresden, but both strikingly reminiscent of the dainty and fanciful lettering for which the old French foundry of Fournier was most celebrated. These imported designs are named *Demeter* and *Dresden.*

A third design is called *Old Dutch,* the pattern drawings for which were made by Richard McArthur, advertising manager of Barnhart Brothers & Spindler. The designer says of the Old Dutch series that while the characters are based on some ornamental types cast by an old foundry of Amsterdam, it is not in any sense a reproduction—being developed without having any model before him, and freely drawn, except for a necessarily mechanical repetition of the decorative motif.

Advertising layout men and typographers will find many uses for these ornamental types. Such letters are appropriate for headings of advertisements of many kinds, publications will find them useful in creating a distinctive makeup style, job printers who specialize on the production of stationery, announcements, cards, and direct advertising pieces, and have good taste in the employment of of types, will welcome these addition to the list of traditionally good types available. *Old Dutch, Dresden* and *Demeter* are made in capitals, figures, points, and with some special characters, and being without lowercase, the cost is moderate for a supply adequate for a limited and appropriate use.

ORTLEB CHANGES COMPANY NAME

After re-electing officers and directors of the Ortleb Ink Agitator Company, St. Louis, Mo., the name of the company was changed to The Ortleb Corporation. The officers are George Ortleb, president and treasurer, Douglas Ortleb, vice-president; B. J. Groll, secretary: John H. McLean, and G. M. Tierney. Douglas Orleb is perfecting drawings and patterns for ink agitators for the U.P.M., McKee-Cottrell, Hall Rotary and Premier presses.

(CONTINUED)

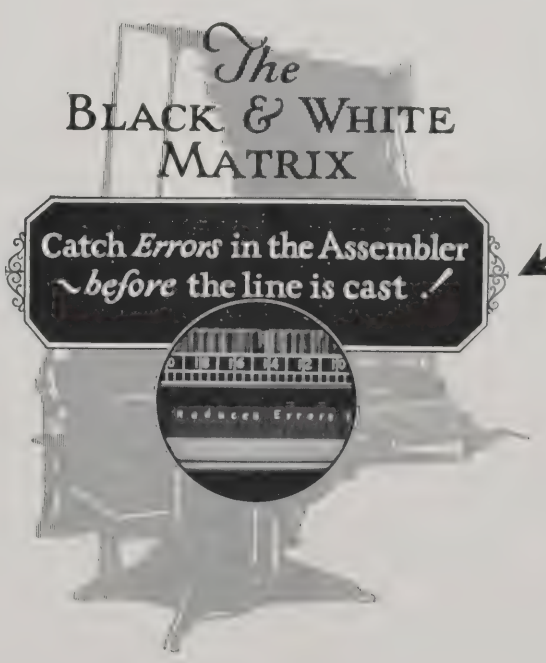
How much time Do you waste Making and Correcting Errors?

Do you know— definitely?

TOO many plant executives accept errors as a necessary evil — allowing too large a percentage as *normal.* Errors at 7%, for instance, may be considered reasonable. *But,* do you realize that 7% errors means wasting from 6 to 7 weeks of each operator's time each year? And that the Black & White Contrast Matrix will positively save you a large share of this loss?

Check your own errors! Then advise us (1) your percentage and (2) the number of machines you operate—and let us show you a definite, new source of profit you have been overlooking.

Matrix Contrast Corp.
33 West 42nd Street
New York



NEWSPAPER INSTITUTE OF AMERICA
NEW YORK

An announcement . . .

Gentlemen of the Press:

The founders of this organization, just formed, feel a deep obligation and responsibility to the American Press. To acquaint you with our objects, aims and aspirations, we come before you through the medium of this esteemed publication of the trade.

We have organized for the purpose of making available, to interested and qualified men and women, practical, intelligent, adequate training in newspaper work—news gathering, news writing, the ethics and traditions of the press.

The instruction we offer is based on "The Copy Desk Method." This is the first time copy desk methods have been applied literally to training in newspaper writing. Our Course has been written to parallel the actual working conditions of newspaper editorial rooms. Institute students will be given typical assignments to cover.

Newspaper work as it is conducted in New York City editorial rooms is the model around which our course has been written. The texts and lectures were written by New York newspaper men. "The Copy Desk Method" faithfully reproduces the conditions under which New York staff writers work.

Study at Home by Copy Desk Method

The home study method, which brings this invaluable training within the reach of every worthy, ambitious person, will be employed.

Allied with us, as contributing lecturers, is a group of successful newspaper men now actively engaged in newspaper work, most of them in New York. Men in other centers will contribute viewpoints that do not arise in metropolitan fields.

It is well-known that not every person is naturally adapted to a newspaper career. To enable each to determine his fitness in advance of taking our Course, we have prepared a Questionnaire, which every applicant for training is asked to use. The Questionnaire contains a combined aptitude and literacy test. Applicants who fail to make a creditable showing on the test are urged to seek some vocation for which they are better fitted.

Instruction in newspaper writing as actually practiced in editorial rooms has not heretofore been available for home study.

Every Editor can tell a story of how, with the limited time available, he has tried to teach untrained, but eager and ambitious young men and women the rudiments of the newspaper profession as it is practised—of how some of the most desirable talent has been dismissed because of inability to "catch on" and maintain the pace that prevails in every busy newspaper office. Therefore, we believe we have an opportunity to be of genuine service to newspaper editors as well as to prospective newspaper men and women.

No "Reforming" in Our Program

We have no theories about "reforming" the press. Practical newspaper men ourselves, we are interested primarily in disseminating the facts about news gathering and writing as actually accomplished.

We feel that our success in large degree depends upon the moral support and co-operation of the editors of the country. We want every editor in the country to know all about our Course.

Naturally it is not our thought to seek to sell you our course of instruction; we simply desire to acquaint you with it, so that you may form your own opinion of its value.

We want every editor to have a copy of our book—"Newspaper Writing—Its Opportunities and Rewards," and our Questionnaire, which reveal our plans and purposes fully. You are cordially invited to use the coupon below to obtain a complimentary Press Copy of the book, and one of the Questionnaires.

NEWSPAPER INSTITUTE OF AMERICA
25 West 45th Street, New York

PRESS REQUEST

Newspaper Institute of America, Dept. 48,
25 West 45th Street, New York

Please send me a complimentary Press Copy of your book which describes your course in Practical Newspaper Writing—also your Questionnaire.

Name .....

Position .....

Paper .....

City ..... *State* .....

"NPJ" ROUND TABLE
(CONTINUED)

DIRECTOR OF ADVERTISING AND PUBLICITY

The Lanston Monotype Machine Company of Philadelphia, announces that effective March 1, Frank M. Sherman becomes its director of advertising and publicity. On that date Mr. Sherman closed his office in Chicago, where for two years he has been operating an advertising agency under his own name.

FRANK M. SHERMAN

Mr. Sherman brings to his work with the Monotype Company a wide experience. He is a practical printer, has served as composing room executive in printing and newspaper plants, has been engaged in the printing business, and spent several years in newspaper work as reporter and editor. He was associated with the Intertype Corporation as salesman during 1917 and 1918, and was afterwards manager of the Chicago agency of that company.

In 1920 Mr. Sherman was employed as secretary to promote the formation of the International Trade Composition Association. He carried on the active work of that organization as a branch of the United Typothetae of America until 1923, when he resigned, having purchased an interest in the Success Composition & Printing Company of Des Moines, Iowa, and after a year opened up an advertising service office in Chicago. He has been devoting himself principally to clients selling to the printing trades.

Mr. Sherman learned the rudiments of the printing trade and the newspaper art in the office of the Plattsmouth, (Neb.) *Daily Journal,* published by his father, Charles W. Sherman. "C. W." was a pioneer of Missouri River Valley journalism, with a continuous record of over fifty years. A brother, Charles ("Sy") is now sporting editor of the Lincoln, (Neb.) *Daily Star,* and another brother, Albert L., is editor and proprietor of the Lancaster (Wis.) *Grant County Herald.*

AERIAL "FIRST-AID" TO PUBLISHERS

The editor just ran across the following in Al. L. Miller's Battle Creek (Mich.) *Euqirer-News.*

"The first Michigan company to make regular use of the airplane for fast emergency trips about the country in the routine conduct of the business is the Duplex Printing Press company of Battle Creek, of which I. K. Stone is the president.

"DUPLEX SWALLOW" READY FOR FAST TRIP

"Mr. Stone had one or two experiences with newspapers whose editions were held up for want of an important part of their presses, and he felt there must be a more rapid method of delivery, even for the infrequent emergencies that arose when a vital part of a press went 'haywire' through natural wear or accident.

(Continued on Page 40)

The Goes Bordered Blanks Are Real "Printers' Helps"

Every Business House in town is a prospect for

Goes Art Advertising Blotters

Write for Samples

because they help printers to produce high grade printed products quickly, easily, and economically. They facilitate the production and enhance the appearance and value of Membership Certificates, Licenses, Permits, Guarantees, Warranties, Charters, Lodge Passes, Commissions, Coupons of all descriptions and thousands of other varieties of printed matter.

The Goes Bordered Blanks will help Printers to open new business channels and to secure better prices and longer profits for their work.

The Goes Bordered Blanks have been especially designed for type overprinting. They are lithographed in rich appropriate colors. The assortment includes 100 styles ranging in size from 2¾ by 6¼ ins. to 17 by 22 ins. —something for practically every conceivable purpose.

Samples and prices will gladly be furnished upon request.

GOES LITHOGRAPHING COMPANY, 47 W. 61st St., CHICAGO

Immediate Shipment from All Miller Branches

Miller Machines and Devices

MILLER HIGH-SPEED
"Super-Production Press of the Age"

MILLER CRAFTSMAN UNIT

MILLER SAW-TRIMMERS
"Heavy Duty"
"Universal"
"Special Purpose"
"Printers' Bench"

Miller Slugotype Saw

25,000 Miller Machines in operation

14,000 Miller Users

MILLER MASTER-SPEED
"The Printers' Greyhound"

MILLER IDEAL UNITS

PAPER CUTTERS
Chandler & Price
The Challenge Line
The National Line

C. & P. PRESSES

LIBERTY FOLDERS

Miller Saw-Trimmer Co.

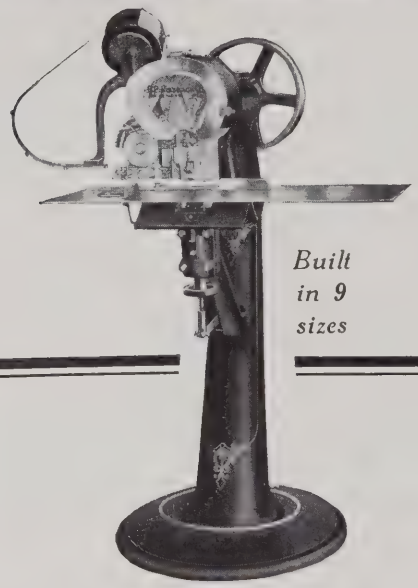
PITTSBURGH, U. S. A.

ATLANTA - BOSTON
CHICAGO - DALLAS
DETROIT - ST. LOUIS

Prompt Miller Service Available at All Times

LOS ANGELES - MINNEAPOLIS
NEW YORK - PHILADELPHIA
SAN FRANCISCO

ROSBACK
WIRE STITCHERS



Built in 9 sizes

Cuts the Cost of Stitching Booklets and Catalogues!

Your choice of 9 sizes for every variety of booklet and catalogue stitching.

The ROSBACK Wire Stitching can be depended upon to always give full claimed capacity.

Make 'em sit up and take notice. Cut your cost of production with a machine that knows no time out for repairs.

For sale by

F. P. ROSBACK CO.
BENTON HARBOR MICHIGAN

"NPJ" ROUND TABLE
(CONTINUED)

"One day, just after a workman had dropped a wrench into a set of important gears on a newspaper press in a distant town, and the editor faced the prospect of missing his edition for the day, Mr. Stone thought of the airplane, and employed one to make the trip to the scene of the trouble.

"Later he bought a Swallow and employed Lloyd Yost as his pilot. Since then, the plane has made several trips.

"The plane also has converted Mr. Stone to the personal ownership idea, and he has almost given up travel on the surface. He flies to Detroit quite often for a luncheon engagement, and is a regular visitor to a summer and winter home on Gull lake, always going by air."

WESTVACO INSPIRATIONS No. 12

This number of the remarkable series, just received at the *"NPJ Round Table"* is called the British edition. It tells of the English note in British advertising, gives a collection of printers' marks used across the pond, shows some of the interesting tradesmen's cards used there, and publishes a number of examples of the unique use of color in printing. This is certainly not the least interesting of the twelve brochures, all of which have been valuable to students of advertising and printing.

SERVICE OPENS PITTSBURGH OFFICES

The National News Service has opened offices in Pittsburgh, Pa., occupying the second floor of 335 Fifth Avenue, under the direction of Albert Isaacs as district manager, covering Western Pennsylvania and Ohio. Mr. Isaacs has been identified with the National News Service for many years.

EXHIBIT OF MIEHLE AUTOMATICS

The Miehle Printing Press & Manufacturing Co. is extending an invitation to all interested to a daily working demonstration of the Miehle Automatic Presses at a new location, 608 So. Dearborn street, Chicago—second floor of the Transportation Bldg..

GOES TO NEW YORK LINOTYPE OFFICE

C. C. Rhame, for the last twelve years popular salesmen with the Mergenthaler Linotype Company, has been made assistant manager of the New York Agency of the makers of the Linotype. Fred C. Grumman is manager.

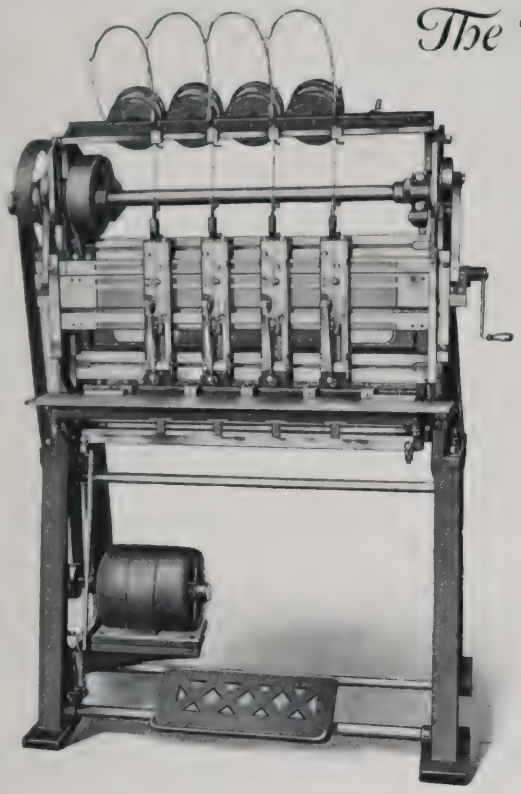
C. C. RHAME

Mr. Rhame—known to hundreds of printers, publishers and others in the industry as "C. C." began his apprenticeship in printing at 12, in the office of the Sumter (S. C.) *Watchman and Southern.* At twenty-one he was composing room foreman of a large book and job firm in Brimingham, Ala. At that time he became interested in Linotype operating, and was one of the first operators to produce commercial work on the machine. Later he moved to New York City, where he operated Linotypes for the J. J. Little & Ives Company, and eventually became foreman of Linotype composition for Howard O. Bullard.

In 1913 he joined the sales staff of the Mergenthaler Linotype Company. For eight years he represented the makers of the Linotype in the District of Columbia, Delaware, Maryland, North Carolino, Virginia and West Virginia. He has sold Linotypes in New Jersey, New York and Pennsylvania. In the fall of 1920 he left the road, to do special sales work, and to have charge of the salesman of the New York Agency.

A HAPPY FAMILY PARTY IS HELD

H. D. Best, president, and A. E. Pagola, export manager, of the Lanston Monotype Machine Company, have gone to South America on an extended sales trip. Employes of the



The Boston Multiple Wire Stitcher No. 18

For Prompt Shipment

A wire stitcher for printers, binders, and manufacturing stationers, who specialize in tablet, blank book, check book, receipt book and similar work, not exceeding half inch in thickness. Stitching costs are reduced and a uniform high quality of work obtained. Maximum speed is 150 stitches per minute for each head.

The regular equipment consists of four adjustable heads. Extra heads may be attached up to a total of ten. All are operated from one touch of the treadle. Space between side frames, 33 inches; minimum distance between stitches, 2⅞ inches on centers.

Special heads are furnished for box stay (ribbon) wire. Floor space 26x53 inches. All heads are automatically adjusted to thickness by turning one crank handle.

The No. 18 Boston Multiple will solve the stitching problems of concerns having multiple work and requiring large production.

GENERAL SELLING AGENT

American Type Founders Company

Sold also by Barnhart Brothers & Spindler, and in Mexico and South America by National Paper and Type Company

SET IN GARAMOND AND GARAMOND BOLD ITALIC TEAGUE BORDERS ADVERTISING BRACKET

Why Tie Up Your Capital in Standing Forms?

If you are equipped with any of the standard platen job presses and a casting box, you have all the equipment you need to make your own CERTIFIED COLD process stereotypes.

Think what this means in the saving of money now tied up in standing forms—not to mention the economy and facility of being able to make your own plates at a moment's notice.

Full particulars and instructions will be gladly furnished upon request without any obligation on your part. Please use the attached coupon.

Sloan Weekly Star, Sloan, Iowa, writes:

"We have made a try out of the sample sheet of mat paper you sent us recently, and have decided to use none other hereafter."
J. F. COOLEY, *Publisher.*

Certified Dry Mat Corp.
338 Madison Ave. New York, N. Y.

For wet mat printing with DRY MAT facility — use Certifieds

MADE IN THE U. S. A.

PLEASE FILL IN, CLIP AND MAIL NOW

Date .....

Certified Dry Mat Corp.
338 Madison Ave.,
New York, N. Y.

GENTLEMEN:

You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

NAME .....

ADDRESS ..... By .....

Title .....

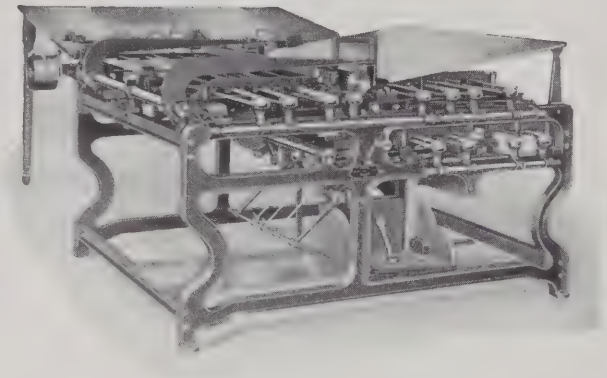
Why Small Newspapers

get efficient service

from

MENTGES No. 2

Newspaper and
Periodical Folder



Read these Specifications:

Will produce 4, 6, 8, 10 or 12-page newspapers, pasting and trimming the 8 and 10-page forms; also trimming the 12-page form.

6-page paster extra.

12-page paster extra.

Attachment for 16-page magazine form work, ONE SHEET folded, pasted and trimmed, extra.

Minimum size of stock, 18 x 24 inches.

Maximum size of stock, 36 x 48 inches.

This machine will handle the ordinary run of periodical work in addition to the newspaper work as outlined.

Floor space, when in use, 6 x 10 feet.

Floor space, when not in use, 6 x 6 feet.

ONE-HALF (½) horse power required for operation.

Speed, 2750 complete folds per hour.

Deliveries, third and fourth folds.

Shipping weight, 1650 pounds.

Machine Sent on 30 Day's Trial

MENTGES FOLDER CO.

SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

"*NPJ*" ROUND TABLE
(CONTINUED)

manufacturing and sales departments in Philadelphia gave a farewell luncheon in their honor at the Rittenhouse Hotel, on January 26. Every department of the business was represented, and the factory manager, C. E. Moldrup, acted as toastmaster. The gathering was pervaded with good fellowsip and comradery, and the enthusiasm reached the highest pitch when David Henry Mallalieu, of the specimen printing department, presented Mr. Best and Mr. Pagola each with a handsome wallet as a token from their fellow Monotypers.

HAMMERMILL COVER WORKING KIT

This "printing fan" has just added to his collection a very attractive folder—double-pocketed, inside—bearing the foregoing name, published by the Hammermill Paper Company, Erie, Pa. It is not easy to describe the project and its values. The contents illustrate the uses of Hammermill Covers in a most fascinating way—every real student of printing, and everyone looking for "ideas to sell" to buyers of printing, will find something of real interest.

ASSOCIATION PROGRESS

G. L. CASWELL TO LEAVE IOWA ASSOCIATION

The *Iowa Press Bulletin,* leaflet of the strong Tall-Corn-State association, reveals the information that the managing director has finally gotten his long-intended resignation through to the directors, to take effect immediately after the annual in Des Moines in May. He has confirmed to *"NPJ"* his firm intention to go through with the resignation, "because it is absolutely necessary", he stated. While Mr. Caswell's health has improved, he intends to keep away from any nerve-racking and all-indoor employment, and will presently be enjoying a complete change in occupation and location. Many association members and other friends are urging him to reconsider.

Association Dates

March

FOURTEENTH ANNUAL NEWSPAPER INSTITUTE OF THE WASHINGTON PRESS ASSOCIATION, 4-6, University of Washington, Seattle.

FLORIDA STATE PRESS ASSOCIATION, (date not given) Alamonte Springs, Fla.

SOUTHEAST KANSAS REPUBLICAN PUBLISHERS' ASSOCIATION, 11, Parsons.

ILLINOIS PRESS ASSOCIATION, 5-6, Chicago.

April

FIRST PAN-AMERICAN CONGRESS OF JOURNALISTS, 7-13, Washington, D. C.

GEORGIA PRESS ASSOCIATION, 21, Valdosta, followed by trip to Cuba.

DIRECT MAIL ADVERTISING ASSOCIATION, 7-9, Los Angeles, Calif.

CENTRAL STATES CIRCULATION MANAGERS ASSOCIATION, Hotel La Salle, 6, Chicago.

May

UNIVERSITY OF MISSOURI JOURNALISM WEEK, 9-15, School of Journalism, University of Missouri, Columbia.

IOWA PRESS ASSOCIATION, 6-8, Des Moines.

NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS, 4-6, White Sulphur Springs, W. Va.

June

NATIONAL EDITORIAL ASSOCIATION, June 30, July 1-2, Los Angeles, Calif.

July

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 26-31, Philadelphia, Pa.

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 6-8, Asheville.

August

NATIONAL ORGANIZATION OF NEWSPAPER FIELD MANAGERS, 25-30, St Paul, Minn.

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 25-30, St. Paul, Minn.

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS
MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN
KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE

A Quarter of A Million Dollars

255.137 in cash

51.076 new subscribers

Represents the business secured by this organization in our last 35 campaigns—

It is hardly by luck or chance that year after year we continue to produce these results—

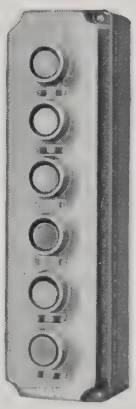
Mr. W. A. Stuart of The McGehee Semi-weekly Times, McGehee, Ark., says of our work for him: "In the campaign you closed for me January 16th, 1926, wish to say that my highest expectations were exceeded by MORE THAN $2,000.00 CASH returns and SEVERAL HUNDRED MORE NEW subscribers than I thought it ever possible to secure in our field. As to the service rendered—nothing better could be asked for. Your service is I believe WITHOUT A PEER and we hope to repeat this campaign two years hence under your direction."

WRITE *"21 years doing one thing well"* WIRE

PACIFIC COAST CIRCULATION SERVICE

Bell Block Cincinnati, Ohio

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office
First Nat'l Bank Bldg.
San Francisco, Calif.

Main Office
Conway Bldg.
111 W. Washington St.
Chicago

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

CLINE SYSTEM

Johnsonized

Guaranteed and Remanufactured Printing, Binding and Typesetting Machinery.

From the COLUMBUS GAZETTE,
COLUMBUS JUNCTION, IOWA.

The Two Revolution Johnsonized Scott Cylinder Press is in operation and in every way so far as I am able to determine is as good or better than your representation.

From the MONTEVIDEO (MINN.) NEWS.

The Johnsonized Miehle Press is erected and very satisfactory.

From the EDMORE (N. D.) HERALD-NEWS.

The erection of the Johnsonized Whitlock Two Revolution Press has been completed and it does satisfactory work.

From the AMHERST (WISC.) ADVOCATE.

The Johnsonized Two Revolution Cottrell Press is going satisfactorily and turning out the work in first class manner.

From the WAUKON (IOWA) REPUBLICAN-STANDARD.

The Johnsonized Potter is very satisfactory.

From the PIERZ (MINN.) JOURNAL.

We have been getting along fine with the Johnsonized Linotype since its erection.

From the BOYCEVILLE (WISC.) PRESS.

There isn't any question but what the Johnsonized Linotype is today the best investment a printer can make.

From the SPENCER (WISC.) RECORD.

Our Johnsonized Linotype is functioning in a very good mechanical manner.

From the MAYNARD (MINN.) NEWS.

The Johnsonized Linotype is working in first class shape. (This is the second Johnsonized Linotype in this office, the first one having been destroyed by fire a few months after installed).

From the PEOPLES ADVOCATE.
EWING, NEBR.

The Johnsonized Linotype is working very smoothly.

From the CURTIS PRTG. CO.
LA CROSSE, WISC.

The Johnsonized Two Revolution Cottrell is working satisfactorily.

From the MONTEVIDEO (MINN.) AMERICAN.

The Johnsonized Babcock Press is in very good working order and satisfactory.

From the MISSOURI VALLEY (IOWA) TIMES.

The Johnsonized Babcock Press, despite its size and speed, works as smooth as a sewing machine.

From the ALDEN (IOWA) TIMES.

The Johnsonized Cottrell Press is very satisfactory and working fine.

◎ ◎ ◎

C. I. Johnson Mfg. Co.

Complete Printing Office Furnishers
All Standard makes of new Machinery and Supplies

48-50 East Third Street
and
143-5-7 South Wabasha Street

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

September

GRAPHIC ARTS EXPOSITION, Sept. 19-Oct. 1, 1927, New York City.

October

INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION, 20-22, Detroit.

UNITED TYPOTHETAE OF AMERICA, Detroit. (date not given)

Association Elections

INLAND DAILY PRESS ASSOCIATION—President, William Southern, Jr., Independence (Mo.) Examiner; secretary-treasurer, Wil V. Tufford, Clinton, Ia. Vice-Presidents, Canada: H. B. Burgoyne, St. Catharines; California: Harlan G. Palmer, Hollywood, Citizen; Colorado: T. E. Nowels, Colorado Springs, Gazette; Illinois: Verne E. Joy, Centralia Sentinel; Indiana: J. F. McDermond, Jr., Attica Ledger-Tribune; Iowa: James R. Rhodes, Newton News; Kansas: Charles F. Scott, Iola Register; Kentucky: J. L. Roth, Paducah Sun; Michigan: G. H. D. Sutherland, Ludington News; Minnesota: W. F. Henry, Duluth Herald; Missouri: W. C. Van Hammond, Freemont Tribune; North Dakota: N B. Black, Fargo Forum; Ohio: J. A. Chew, Xenia Gazette-Republican; Wisconsin: F. R. Starbuck, Racine Journal News. Directors—To fill unexpired term of E. J. Ottaway, resigned, T. O. Huckle, Ly, Ypsilantian (Mich.) Press; three-year—C. J. Robb, Michigan City (Ind.) News; A. M. Snook, Aurora (Ill.) Beacon; J. E. Campbell, Owosso, (Mich.) Argus-Press.

MAINE DAILY NEWSPAPER PUBLISHERS ASSOCIATION—President, Frank B. Nichols, Bath Times; vice-president, L. B. Costello, Lewiston Sun; secretary, Leigh D. Flynt, Augusta Kennebec Journal; treasurer, Walter B. Reed, Bangor News.

NORTHEASTERN NEBRASKA EDITORIAL ASSOCIATION—President, Charles Kuhle, Leigh World; vice-president, W. H. Weeks, Norfolk Press; secretary-treasurer, J. P. O'Furey, Hartington Cedar County News; directors: H. N. Wagner, Homer Star; Mark W. Murray, Pender Times.

NORTHEAST MISSOURI PRESS ASSOCIATION—President, Edgar White, Macon Republican; vice-president, Omer D. Gray, Sturgeon Leader; secretary-treasurer, Charles H. Weisenborn, Macon Daily Chronicle-Herald; publicity director, George D. Shafer, Lancaster Republican.

AMERICAN SOCIETY OF NEWSPAPER EDITORS—President, Eric C. Hopwood, Cleveland (O.) Plain Dealer; first vice-president, George E. Miller, Detroit (Mich.) News; second vice-president, David E. Smiley, Philadelphia (Pa.) Public Ledger; treasurer, E. S. Beck, Chicago (Ill.) Tribune; Marvin H. Creager, Milwaukee (Wis.) Journal.

WISCONSIN PRESS ASSOCIATION—President, John A. Kuypers, De Pere Journal-Democrat; vice-president, Merlin Hull, Black River Falls News; secretary-treasurer, Louis H. Zimmermann, Burlington Standard-Democrat.

MISSOURI ASSOCIATED DAILIES—President, W. C. Van Cleve, Moberly Monitor-Index; vice-president, Fred Naeter, Cape Girardeau Southeast Missourian; secretary-treasurer, Mitchell White, Mexico Ledger.

NORTHERN MINNESOTA EDITORIAL ASSOCIATION—President, Grove Mills, Eveleth Clarion; vice-president, Paul Kinney, Alexandria News; secretary, Dr. A. G. Rutlege, Bemidji.

NORTH DAKOTA PRESS ASSOCIATION—President, Will Wright, Woodworth Rustler; vice-president, George Collins, Foster County Independent; second vice-president, Walter Taylor, LaMoure County Chronicle; third vice-president, Hal S. Davies, Minot News; secretary-treasurer, M. E. Forkner, Langdon Cavalier County Republican.

SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION—President, Frank M. Keffer, Van Nuys News; first vice-president, Harry S. Webster, San Bernardino Sun; second vice-president, Tobias Larson, Claremont Courier; third vice-president, Will E. Westland, Upland News; treasurer, A. V. Douglas, Lahabra Star.

IDAHO PRESS ASSOCIATION—President, A. W. McCallum, Buhl Herald; vice-president, George N. Lamphere, Moscow; secretary-treasurer, Guy Fienner, Boise.

MICHIGAN PRESS ASSOCIATION—President, Schuyler L. Marshall, St. Johns Clinton County Republican-News; vice-president, Hiram C. Johnson, Saranac Advertiser; secretary-treasurer, Herbert A. Wood, Bangor Advance.

NEW YORK STATE PUBLISHERS' ASSOCIATION—President, Frank E. Gannett, Rochester Times-Union; first vice-president, Jerome D. Barnum, Syracuse Post-Standard; second vice-president, Arthur D. Hecox, Albany Knickerbocker Press; secretary, Charles H. Congdon, Watertown Times; treasurer, Gardiner Kline, Amsterdam Recorder.

NEW YORK ASSOCIATED DAILIES—President, Charles H. Congdon, Watertown Times; vice-president, Frank L. Rogers, Gloversville Leader Republican; secretary-treasurer, E. S. Underhill, Jr., Corning Leader.

SECOND MINNESOTA DISTRICT EDITORIAL ASSOCIATION—President, H. E. Swennes, Heron Lake Republican; first vice-president, John King, Jackson Pilot; second vice-president J. C. Radde, Truman Tribune; secretary, H. J. Haydon, Lakefield Standard; treasurer, F. G. Griffin, Good Thunder; directors: Joseph E. Reynolds, Mankato Free Press, Roberts B. Forest, Lake Wilston Pilot.

KANSAS PRESS ASSOCIATION—President, George Harman, Valley Falls; vice-president, Charles J. Beebe, Neodesha Sun; treasurer, J. H. Barley, Washington Register.

COLORADO PRESS ASSOCIATION—President, Arthur Craig, Greeley News; vice-president, R. J. Ball, Loveland Daily Reporter-Herald; treasurer, R. B. Spencer, Fort Morgan Daily Times; secretary, E. A. Bemis, Littleton Independent.

AMERICAN ASSOCIATION OF TEACHERS OF JOURNALISM—President, M. G. Osborn, Louisiana State University; vice-president,

Boston Model WETTER NUMBERING MACHINES

Will Stand Up to the Most Exacting Conditions

Boston Model, 5-Wheel . . $16.00
Boston Model, 6-Wheel . . $18.00
Nonpareil Model, 5-Wheel, $11.00
Nonpareil Model, 6-Wheel, $14.00

Sold by all dealers

Ask to see the NONPAREIL MODEL

Wetter Numbering Machine Co. Atlantic Ave. and Logan St. Brooklyn, N.Y., U. S. A.

Promotive spirit builds classified — we build promotive spirit

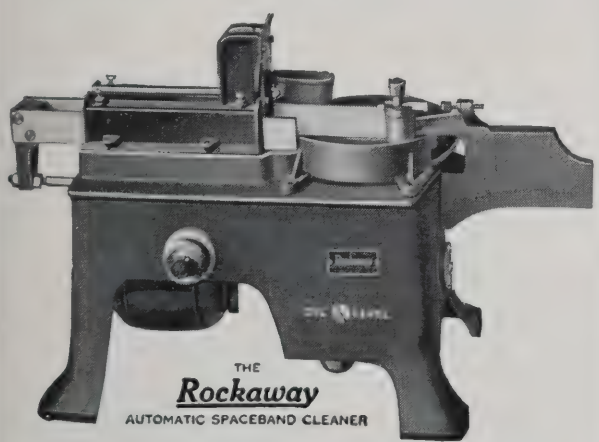
THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Packard Building Philadelphia

THE biggest Newspaper Publishers in the U. S. A. and Canada read

"NPJ"

Mailed directly to their Homes for Their Private Reading Tables

Daily Newspapers Need the
ROCKAWAY
Automatic Space Band Cleaner



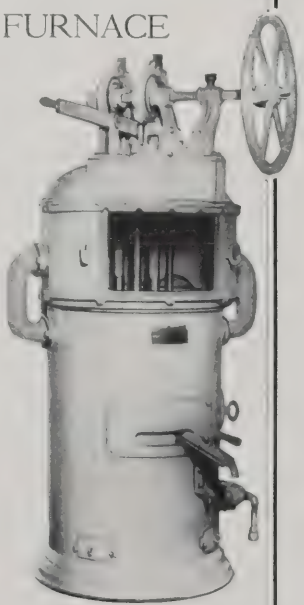
The ROCKAWAY Automatic Spaceband Cleaner cleans and assembles thirty space bands in approximately one minute under uniform pressure, applying graphite in just the right quantity.

Machine Sent on Ten Days Trial

The Rockaway Co.
3508 Grand Avenue Milwaukee, Wisconsin

100% Dividends Annually
is assured by
Monarch Monometer
RE-MELTING FURNACE

THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas—eliminates harmful fumes—retains tin—and reduces dross to a minimum.



Ideal Furnace for Newspaper Plants

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

USED PRINTING MACHINERY FOR SALE

C. B. Cottrell & Sons 40-in. Drum Press
Two set rollers.

Seybold Die Cutter
24 x 38 — Can be worked from either one or both sides.

Emmerich & Vanderlip Bronzer
Will handle sheets 28 x 42.

Sanborn Cutter
Old style — Extreme cutting width 54 inches.

Latham Punch Machine
7 punch blocks, 9 different sets of punch dies—also slot punch.

Eyelet Machine
Two magazines.

Chandler & Price 7x11 Platen Press

Send for proof sheets of
Wood Type
that is being sold at
Half Price

Electric Motors
For Printing Presses
Variable speed — 1½ HP to 15 HP.
3 phase 60 cycle 220 volt.

Riverside Printing Co.
420 Tenth Street, Milwaukee, Wis.

"NPJ" ROUND TABLE
(CONTINUED)

M. Virginia Garner, Mercer Universty; secretary-treasurer, J. O. Simmons, Syracuse University.

ASSOCIATION OF AMERICAN SCHOOLS AND DEPARTMENTS OF JOURNALISM—President, J. S. Myers, Ohio State University; vice-president, L. N. Flint, University of Kansas; secretary-treasurer, A. L. Stone, Montana State University.

PENNSYLVANIA NEWSPAPER PUBLISHERS' ASSOCIATION—President, John L. Stewart, Washington Observer & Reporter; vice-president, Charles Meredith, Quakertown Free Press; secretary-treasurer, Howard Reynolds, Quarryville Sun.

NORTHERN NEW YORK PRESS ASSOCIATION—President, F. D. Corse, St. Lawrence Plaindealer; first vice-president, L. C. Sutton, Massena Observer; second vice-president, C. H. Congdon, Watertown Times; third vice-president, G. A. Willard, Boonville Herald; secretary-treasurer, F. J. Rich, Carthage Republican-Tribune.

INTERSTATE CIRCULATION MANAGERS ASSOCIATION—President, C. T. Buck, Scranton (Pa.) Republican; first vice-president, L. P. Rutherford, Wilmington (Del.) Every Evening; second vice-president, B. C. Still, Washington (D. C.) Post; secretary-treasurer, John H. Kuntz, Altoona (Pa.) Tribune.

DEL-MAR-VA PRESS ASSOCIATION—President, George Carter, Wilmington (Del.) Evening Journal; vice-president, S. C. Walls, Centreville (Md.) Observer; secretary-treasurer, William F. Metten, Wilmington (Del.) Every Evening. Executive Committee: S. E. Shanahan, Easton (Md.) Star-Democrat; Everett C. Johnson, Newark (Del.) Post; Fred Usilton, Chestertown (Md.) Kent News.

Newspaper Contests

WISCONSIN COMMUNITY SERVICE—First: Spring Valley *Sun,* Charles Lowater, single service; Burlington *Standard-Democrat,* Louis H. Zimmermann, multi-service. Second: Waupaca *Post,* D. F. Burnham, and Algoma *Record-Herald,* H. H. Heidemann (respectively). Honorable mention: Waterloo *Courier,* J. Lewis and Exida White. Mr. Lowater through his paper organized the business men of his town into an effective community unit. Spring Valley has less than 1,000 population.

MINNESOTA MAKE-UP CONTEST—Seven-column class, First: Grand Rapids *Herald-Review;* second, Bemidji *Sentinel.* Six-Column class, First, Northfield *News* and Heron Lake *News, tied;* second, Montevideo *News.* The publishers are, in the foregoing order, L. A. Rossman, H. Z. Mitchell, Herman Roe and H. E. Swennes, and Ludwig I. Roe. Scoring: Attractiveness, 35 points; symmetry and balance, 35: headline system, 10; display typography, 5; body typography, 5; and press work, 10. The judges consisted of a practical printer, a newspaper man, and a layman.

COLORADO COMMERCIAL PRINTING CONTEST—First: Democrat Publishing Co., Colorado Springs, souvenir program; second, Yuma Pioneer, announcement card; third, Littleton *Independent,* letterhead; honorable mention, *Steamboat Pilot,* envelope and letterhead; Craig *Empire,* business card; Bristol *Herald,* dodger; Walsenburg Independent, label in colors; Sedgwick *Sun,* calendar; Kiowa *Press,* letterhead; Golden *Transcript, program.*

SUGGESTS PRIZE FOR BACK PAGE

J. Bron Cain, Belle Plain (Kans.) *News,* and for several years treasurer of the N. E. A. says in a recent issue:

Among the newspaper men you hear a great deal said about the front page. Prizes are frequently offered for the best "front" page. Why not say something about the "back" page? Many who brag about their "front" page have little else to recommend their paper. There is too much "rot" about this "front" page bunc. The back page is a part of the paper, why not "dress" is up too? The News' front page doesn't always meet with the approval of the would be smart judges but we don't take a back seat for anyone when it comes to our back page. Ads do not hurt the looks of a newspaper page if they are well set. But every page should be considered. Why a "prize front page" when the back page is a dump pile—what can't be placed elswhere is dumped on the back page. We hail the day when the back page will come to its own and some prize money will be offered for the same.

Notes & Educational

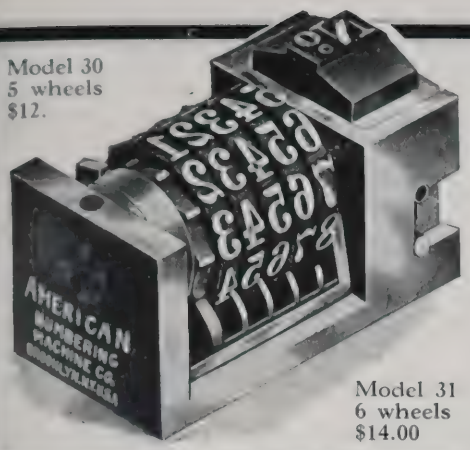
N. E. A. ITINERARY NEARS COMPLETION

The itinerary of the National Editorial Convention which will be held in Califorina is now partly arranged and the following program gives the schedule including Saturday, July 10.

Saturday, June 26—Arrive Kansas City 8 A. M. Guests of Civic & Commerce Association at breakfast and trip about city.

Sunday, June 27—Arrive at El Paso, Texas, 11 A. M. Guests of Civic & Commerce Association and visit to Juarez, Mexico.

Monday, June 28—Arrive El Centro 6:30 A. M. Breakfast, guests of Associated Chambers of Commerce Imperial Valley. Spend three hours. Arrive San Diego 3:30 P. M. Guests San Diego Chamber of



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5 wheels
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6 wheels
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A few fair size jobs totaling 50,000 numbers per month earn $25
—12 months $300.00—

Per 1200% Year

A profit that no printer, large or small, can afford to overlook.

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Every time a printer waits for the "man ahead" to get a proof it costs something. If he spoils a proof in the making it costs. If the proof he sends to the proof room or to the customer has defects it costs.

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Poco Proof Presses are dependable, low in cost and stop proofing wastes. Send today for the circular illustrating and describing the three styles of Pocos.

Bed sizes: No. 0, 12x18-in.; No. 1, 13x25-in.; No. 2, 18x25 in.

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"HUBER" means "GOOD INKS"

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When You Know

The Margach

Will Make Good

MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince You

MARGACH MANUFACTURING COMPANY
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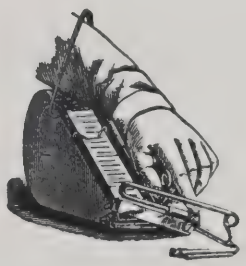

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Reduces mailing expense
Efficient
Light
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Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

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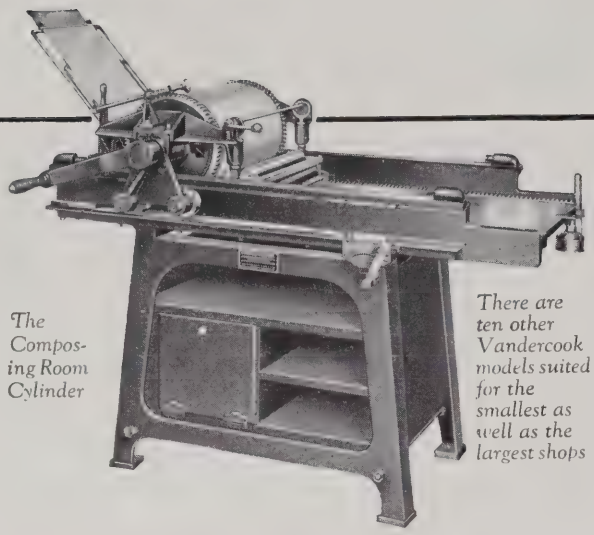

The Composing Room Cylinder

There are ten other Vandercook models suited for the smallest as well as the largest shops

Vandercook "Press Proofs"

save the time required to make changes that would not have been thought of if the proof had been better. Even the $120.00 Vandercook is furnished with guides so that color jobs can be proved in register and accurate margins maintained on all proofs.

WRITE FOR FULL INFORMATION

Vandercook & Sons *Originators of the Modern Proof Press*

1716-22 W. Austin Ave., Chicago, Ill.

The great majority of the largest newspapers, also the majority of the best books now printed in the English language, are assisted in the making by Vandercook Rigid Bed Presses.

SPARTAN
TYPE METALS

THE PRINTING WORLD RECOGNIZES THE SUPERIORITY OF

SPARTAN

AND WE RECOGNIZE OUR RESPONSIBILITY

For

Linotype Typograph Ludlow Monotype
Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.

PHILADELPHIA

Since 1866

"NPJ" ROUND TABLE
(CONTINUED)

Commerce afternoon and evening with banquet. Leave on sleepers during night.

Tuesday, June 29—Arrive in Orange county for breakfast. Spend the day in Orange county visiting the Old Missions, San Juan Capistrano, Santa Ana, departing in time to reach Los Angeles for the night.

Wednesday, June 30—Convention. Luncheon guests of Los Angles county. Adjourn 3:30 or 4 o'clock. Take buses through Beverly Hills and Westwood to Santa Monica. Guests of Santa Monica for dinner and evening.

Thursday, July 1—Convention. Luncheon guests of Auto Club. Adjourn 3:30 or 4 o'clock. Take buses through Glendale to Pasadena. Guests of Pasadena Chamber of Commerce dinner and evening.

Friday, July 2—Convention. Luncheon guests of Los Angeles publishers. Adjourn 3:30 or 4 o'clock. Take buses San Fernando Valley. Guests dinner and evening.

Saturday, July 3—Old Home State Reunion at Park. Auspices Federated States Societies.

Sunday, July 4—Free day.

Monday, July 5—San Gabriel Valley Day. Guests of San Gabriel Valley Chamber of Commerce.

Tuesday, July 6—Motion Picture Day.

Wednesday, July 7—Guests Los Angeles Real Estate men for trip through Harbor, ending at Long Beach about 2:30. Guests of Long Beach for afternoon, dinner and evening.

Thursday, July 8—Trolley trip to Riverside for lunch. Redlands in afternoon. Dinner joint auspices Redlands and San Bernardino.

Friday, July 9—Catalina Island.

Saturday, July 10—Leave for Santa Barbara. Ventura enroute. Afternoon and night at Santa Barbara.

Sunday, July 11—Monteray, Santa Cruz and the Santa Clara Valley, arriving San Francisco at night which will be headquarters for several days following.

Monday, July 12—Seeing San Francisco, its park system, Chinatown, etc.

Tuesday, July 13—Oakland and Berkley.

Wednesday, July 14—Visiting northern counties, Luther Burbank and Jack London homes.

Thursday, July 15—San Francisco, Pensula and Stanford University.

A CERTAIN KIND OF COMPETITION

Speaking to the fall meeting of the Franklin Printers' Association of Southern California, of which he is now managing director jointly with his work with Southern California Editorial Association, Ben H. Read said: "So long as any fellow who would not make a success as a drayman or hasn't made a success as a preacher, school teacher, or as an ordinary employee in an average print shop, can get a shirt-tail full of type and space for a press in the back end of a garage, that long we will have the price cutter with us. : : : To expect that the Franklin Printers Association can wipe out the price cutter and that I as your executive secretary can bring about this millenium, dooms you to disappointment.

"But here is what we can do: Through organization and the strength of our association we can carry on a campaign of education, of co-operation, of knowledge about costs, of better selling methods, better credit policies and a closer understanding of the other fellow, that is going to build up and elevate and stimulate our business, and by example we can make some dent upon the delusion under which the price-cutting and unbusiness-like man is laboring.

"As I see it there are two jobs before this association. One is to thoroughly sell the printing industry to the industry itself and the other is to sell that industry to the public, the people who buy our products that we turn out in our factories."

LETTERS FROM READERS

V. W. PRATT, Brooking (S. D.) Register—"The *NPJ* is a mighty fine, snappy full-of-life printers' journal and I do not want to miss a single issue."

B. F. JOHNSON, Liberty (Tex.) Vindicator—"Some time ago I accepted your offer of a year's subscription to be paid for provided I thought the magazine worth the price. The year will not be up until next September, but here is your $2. Every issue has been worth the money spent for the year. I have adopted such ideas as the return card on wrappers; a series of letters to factories whose lines are handled by local merchants; system in editing, etc., etc. If this be plagiarism, then I am willing to take my punishment."

PAUL BITTINGER, Vice-President, Plymouth (Mass.) Memorial Press—"I have just finished reading the last copy of the PRINTER JOURNALIST and as usual the thought ran through my mind as I read this trade magazine that here is the only trade publication for printers and newspaper men which publishes the hard practical experiences of workers in the printing industry. I, myself, as the editor of a prosperous and what is

HOWARD LEDGER HOWARD ENVELOPES HOWARD LAID BOND

HOWARD BOND

WATERMARKED

Howard Bond is particularly adapted for letterheads, billheads, and all office forms.
Its high quality combined with its moderate price makes it popular the country over.
Compare It! Tear It! Test It! And You Will Specify It!

Manufactured by
THE HOWARD PAPER CO.
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MEGILL'S GAUGE PINS
for Job Presses

Always uniform and dependable.
We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

"Like new—by golly!"

Cleaning up the Gordon, or any other hard-worked press is just about the easiest job a feeder can tackle — if he has Phenoid on hand.

A few drops of this lightning solvent, a little wiping (no rubbing) and the press is clean, shiny—eager for a new job.

Just for the sake of seeing what Phenoid can do — test it on the oldest — dirtiest — hardest-caked standing matter in the shop. There's a genuine thrill in it for you. Try it at our risk. See offer below.

CHALMERS CHEMICAL COMPANY
Specialists in Solvents and Detergents for over 20 years
123 Chestnut Street, Newark, N.J.
Murphy Varnish Co., Limited, 305 Manufacturers St., Montreal, Can.
Sole Manufacturers for Canada

PHENOID TRADE MARK
INSTANTANEOUS TYPE CLEANER

TRY—AT OUR RISK. Send for quart of Phenoid. If you like it, pay us. If not, send back bill. Pin this offer to your letterhead. Mail to-day.

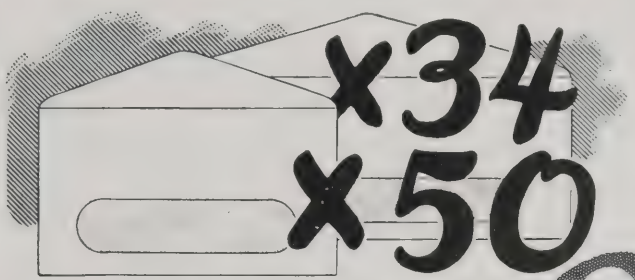
Eliminate Waste
in Your
Composing Room

The MONOMELT System—
Produces better type faces.
Produces more solid slugs.
Eliminates metal furnace.
50% less labor operations.
75% less metal drossage.
10% more production.
SAVES TIME, LABOR, MONEY

MONOMELT SLUG FEEDER
It Cleans as It Melts

Printers' Manufacturing Co.
1106-17 Transportation Bldg. Chicago, Ill.

Write us for Comments by Hundreds of Enthusiastic Users.



How Many Styles of "Window" Envelopes Does That Make?

WHEN we say Western States is the broadest envelope service, we mean *broadest.* Take the one item of "window" or "look-in" envelopes—thirty-four distinct items constantly in stock, with *fifty* (yes, more) different variations of opening to suit every requirement. Many are in "Postage Saver" style.

That's service—broad service—and it's only *one* feature of Western States idea of being ready in advance to meet your every envelope need. Over twenty million envelopes—more than 600 styles—always in stock for *same day* shipment.

Get free Price List No. 28 for the whole story

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

THE ACME

No. 6½ Staple Binder

A Most Efficient Binder for Printers. It Is Compact, Reliable and Rigid.

This machine binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire. It has a straight downward pedal stroke, and the only adjustment necessary is for different degrees of work. It also has a ten inch reach for the insertion of work. Staples are packed 5,000 to the box.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1925.

AMERICAN EMBOSSING CO.

192-96 Seneca Street **BUFFALO, N. Y.**

"*NPJ*" ROUND TABLE
(CONTINUED)

considered excellent weekly newspaper, have found many valuable ideas in your columns many of which I have adopted with encouraging results."

DICK MENEFEE, Eagle River, Wis.—"My check for two bucks means that I certainly want the *NPJ* another year, even if I am out of the game actively. Send it to Eagle River until notified differently. If you keep the *NPJ* in the same class as formerly, I feel that you will never need ask a small-fry newspaper man like myself 'can we better the *NPJ*.'"

BOOKS & PUBLICATIONS

"PSYCHOLOGY IN ADVERTISING"

By Albert T. Poffenberger, Ph. D., Associate Professor of Psychology and Lecturer on the Psychology of Advertising, School of Business, Columbia University—660 pages; size 5½x8⅛ inches; illustrated, published by A. W. Shaw Company, Chicago; $6.00.

In this comprehensive, authoritative book, the author takes up the application of psychology to advertising from the point of view of the consumer and regards his human desires and the satisfaction of them as the pivotal points upon which all advertising methods should turn. The study of the nature of these desires and of their fulfilment is treated as essential to any systematic attack upon the problems of advertising.

The author explains clearly these complex desires and outlines specifically their proper utilization for effective advertising. Step by step he shows just how human desires can be reached and satisfied by advertising appeals; describes in detail how these desires can be measured, tells what and when each method should be employed; and analyzes in a practical manner the uses of the questionnaire for determining the consumer's interets, preferences, prejudices, and brings out just how to tabulate and interpret replies.

The scope and arrangement of this unusual book are partially suggested by the Table of Contents: CHAPTER 1—Psychology Attitude toward Advertising; 2—Psychology of the Appeal; 3—An Inventory of Human Desires; 4—The Relative Strength of Desires; 5—Psychological Methods of Measuring the Strength of Appeals; 6—The Questionnaire; 7—Attention to Advertising; 8—Attention and Magnitude; 9—Attention and Repetition of Advertisements; 10—Attention and Location of an Advertisement; 11—Attention Value of Color and Illustration; 12—Perception and Discrimination in Advertising; 13—Comprehension of Advertisements; 14—Feelings and Their Influence in Advertisements; 15—Feeling Tone of Lines and Forms; 16—Feeling Tone of Type-Faces and Their Arrangement; 17—Feeling Tone of Colors and Color Combinations; 18—Feeling Tone of Language; 19—Memory of Advertisements; 20—Method of Measuring the Memory Value of Advertisement; 21—Knowledge of Trade-Names; 22—Belief and Conviction in Advertising; 23—Mechanism of the Response in Advertising; 24—Group and Class Difference in Relation to Advertising; Index.

"PRINTING IN THE JUNIOR HIGH SCHOOL"

By Dr. Arthur D. Dean; Education Dept., American Type Founders Co. The author of this publication, Dr. Arthur Dean, is very widely known among school people of the country. He has long been a leader in industrial and vocational education work, and has had many years experience as an administrator of vocational education and as a professor of vocational education in Columbia University. His wide acquaintance with schools both in this country and abroad makes him unusually well qualified to discuss the advantages of printing.

Moreover, he has been a keen observer and student of the junior high school movement which is now receiving so much attention throughout the country. He can therefore place a correct value on printing as a subject of instruction in this type of school. School administrators will find in this brochure an unusually clear insight into the value of typography as a means of vitalizing school work generally, and of satisfying the means and purposes of the junior high school.

This brochure will be mailed gratis to any teacher of printing, school official or person interested in the subject of printing, upon request to the Education Department of the American Type Founders Company.

"NPJ" Classified Ads

Address: NATIONAL PRINTER-JOURNALIST
129 Michigan Street
Classified Dept. Milwaukee, Wis.

ADVERTISEMENTS are inserted under this classification 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

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YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

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Daily Six Months $7.00
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Write us for further particulars.
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VAN BIBBER ROLLER CO.
426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

TYPE FOUNDERS

EMPIRE TYPE FOUNDRY, Delevan, N. Y., Manufacturers of Metal Type and Printer's Supplies. Ask for latest addenda, buy uninfluenced and save money. Not in any Trust.

Measure the Value

of a trade paper to you
not only by its news and features
but also by the quality
Of Its Advertising

"NPJ" Stands on This Test!

Equip Your Press Room

with a

Cady Scale

This scale determines whether your paper is over or under weight.

All goods sent on ten days approval.
Write for life size circular now.

E. J. Cady & Co.
549 West Washington Boulevard, Chicago, Illinois

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
Success Bond
Old Council Tree Bond
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Neenah Bond

Check √ the Names

Wisdom Bond
Glacier Bond
Stonewall Linen Ledger
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Prestige Ledger

"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

STEEL CHASES

NEWSPAPER—BOOK—JOB

ment include Folios, Quartos and Quadruples Chases carried in stock for immediate shipfor standard 6-column and 7-column newspapers, and Book chases for standard size sheets. Chases for Duplex and Goss Comet made on short notice, also narrow margin chases for printing 8-column paper on 7-column press, and Stereotype Chases.

Large stock second-hand chases.
What can you use?

AMERICAN STEEL CHASE CO.
122 CENTRE STREET NEW YORK

Gardiner Metals
are ideal for
Newspaper Plants

The production of a modern daily newspaper demands the use of standard metals which do not vary in quality and performance.

GARDINER METALS — standardized in purity, content and as to method of alloying — will insure uniform casting results. They can be depended upon to aid, day in and day out, in producing a clean cut attractive newspaper.

When next in need of Linotype, Monotype or Stereotype metal specify "GARDINER." Its use will improve your printing results.

Where Quality Metals Count — Gardiner Metals Are Used!

GARDINER METAL COMPANY

Established 1901

1356 West Lake Street, Chicago, Illinois

LINOTYPE / / / MONOTYPE / / / STEREOTYPE

NATIONAL PRINTER JOURNALIST

PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscription
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

Not to be taken from this room

"I AM sure that we of the Press are gaining by our increasing insight into methods of others (such as a great university) in harmonizing a large group of men and women in a newspaper organization into unified effort. *It is Groups,* not individuals or stereotyped systems or paper structures or even monumental explosions of efforts, *which do the real work of the world.*"

—WALTER A. STRONG
Publisher, Chicago Daily News
(Address at University of Chicago)

APRIL, 1926
Number 4 Volume [illegible]

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

Get Maximum Production Out of Your Presses

YOU can get the maximum number of impressions per hour for every job—and know exactly the production to expect. You can thus estimate accurately and get the work out on time.

With the C-H Pre-Set Automatic Controllers, pressman as well as foreman can readily adjust the speed for the maximum for each job. Then no matter how many times the press is started and stopped from the push buttons — the running speed will always come up to the maximum for the job on the press.

Press investment charges and pressmen wages are fixed—increased output is your opportunity for greater profit. Cutler-Hammer Automatic Pre-Set Controllers give you this accurate speed-setting feature and their reliability reduces costly delays and maintenance.

There is, in the extensive C-H line, just the type to insure maximum efficiency of every motor-driven machine in your plant.

Let the Cutler-Hammer engineers assist you with your press drive problems.

The CUTLER-HAMMER Mfg. Co.

1223 St. Paul Avenue MILWAUKEE, WIS.

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN L. MEYER
Managing Editor
Associated Staff
GEO. A. JUST, C. H. DuCLOE
F. HILLERMAN
H. J. LARKIN, E. C. KRATSCH

Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg.
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In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., April, 1926 | No. 4

Page Cost? . . . . JUST WHAT THE BOSS MAKES IT

A Letter
from

MIKE JOHNSON

Superintendent of the Composing Room Portland (Ore.) Telegram

Mr. John L. Meyer
Managing Editor,
National Printer-Journalist.

YOU suggest that I give your publication some of my experiences by way of a story or stories like that of Mr. Barrett. (ED. NOTE: "Sliced His Page Costs With Short-Cuts," by R. J. Barrett, twelve years composing room foreman; "NPJ", December 1925.)

I am sorry that I cannot boast of any such marvelous accomplishments as does Mr. Barrett, but possibly some of your readers will be interested in another angle of the great problems in the daily newspaper of today.

COMPOSING room costs, from my viewpoint, are the result of what the "boss" wants, how he wants it and when. In this day of modern facilities, short cuts are largely due to the ingenious application of deceptive idiosyncracies of a stellar "side kick," whose mysterious and hypnotic influences are an elation more often felt than seen.

The competent superintendent of a composing room is guided by the conditions made for him by the "boss" and his department heads, and unlike the "old days" when the "hard-boiled" foreman was the czar of the office, today he is merely the distributing agent of the

MERRILL ("Mike") JOHNSON

One of the "Old Missouri River Pirates" and for Thirty Years Known to Printers and Publishers (by His "Fraternal" Name) as a "Regular Printer-Man"

SYSTEMS, ALONE, NEVER REDUCED PAGE COSTS; BUT, CO-OPERATION ALL AROUND DOES IT

—Says MIKE JOHNSON

various departments controlled by the management, arguments to the contrary notwithstanding.

Mike Peels Off a Story on His Friend, Mr. Barrett

TO the casual reader, or the hard driven publisher, Mr. Barrett's article is interesting, but a more conservative perusal of the details brings to my mind the story of the Irishman whose educational qualifications had been confined to a limited circle, and in conversation with a friend suddenly acquired the astonishing revelation that Our Savior had been the victim of the ruthless tribe of Hebrews, and forthwith he started on a crusade for almost any Jew he could find, and finding one, proceeded to administer a flogging commensurate with his idea of punishment for the act. When this unfortunate had been trimmed to the satisfaction of the irate Irishman, the Jew demanded the cause for such an insult. He was then informed that his ancestors were the real offenders. The Jew, however, insisted that this was nearly 2000 years ago, but the Irishman refused to have his anger appeased, saying that it made no difference to him—*he just found it out yesterday.*

All the systems invented by the human mind will not produce efficiency unless there is a complete co-ordination of departments in connection with the composing room. Page cost is the direct result of the harmonious blending of these departments.

The average composing room superintendent is constantly on the lookout for anything new in the way of short-cut system or equipment that has real merit, and too often he is confronted with the problem of competing with his neighbor—who has the advantage of modern appliances—with antiquated machinery and an indifferent attitude by the publisher.

"High-Power Stuff" and Its Effect on Composing Rooms

IN the newspapers of this day you find the high powered advertising salesmen who sell space—not copy; ideas—not action; speed—not sense; and little or no attention is given to furnishing copy for the composing room, and as a consequence they are caught in a jam with a congestion of "rush" copy, with the result that service is unsatisfactory—and they call these men "advertising managers."

It is also true that the composing room is called upon to perform almost the impossible in the merest fraction of time, and in two minutes wreck all the plans of efficiency that the superintendent can think of in a week.

Newspapers are gradually emerging from the "cut-rate" idea of competition and selling their product on a quality basis. It is unfortunate, however, that articles intended to interest the publisher in "cut-rate" production often meet the generous approval of some, when as a matter of fact they are misleading to the extent that the same system used by one office can not be applied to different conditions in another office.

I wish to congratulate Brother Barrett to the extent that he shows what the effect of real constructive work will do within the confines of any office, and if the same degree of persistence were injected into many other offices the result would probably be as satisfactory as it was in his case.

Four Foremanships, Together With Four Varied Results

IN 27 years as composing room superintendent I have held four different positions and my experience has been entirely different in the four positions, as for example:

On one paper from 1906 to 1909 my average cost per page was $5.73. In the same city on another paper, from 1909 to 1912, my average page cost was $10.42.

In justice to the foreman just ahead of myself on the latter paper, I want to say that for several years his page cost had been around $7.50.

I did not know, however, when this change was made, that other changes in the editorial staff were also being made, and the result was that a complete change of policy and conditions in the editorial room was put into effect, and this change of policy and conditions had to be met in the composing room.

When a New Deal in Make-Up Shot Up the Old Page Costs

THIS composing room had, for many years been conducted on a decent, liberal policy (not a great deal of freak, but some) and those conditions were being met as the exigencies of the case required. With the advent of a new managing editor came new ideas, freak heads, boxes, double column leads, initial letters, blackface, indent each side, choppy makeup, a rigid style, and many other ideas conceived by a more or less brilliant mind.

This radical change of policy jumped the page cost to over $12 from the very start and I was called on the carpet with a bang to show cause why!

The principal stockholders, the executive committee of the board of directors, consisted of a United States senator, a wool grower by occupation; the governor of the state, a mine owner; and a United States collector of internal revenue, also a wool grower. The general manager was an advertising man of the high power type, as decent as could be under the prevailing circumstances, but hard boiled in the discharge of his duties.

However, the spirit of harmony between myself and the managing editor, had more or less of a soothing effect on the meeting when both of us were called before this committee for an explanation, for the reason that they liked the general appearance of the paper better and were also getting nearer what they wanted from an editorial standpoint, and by a sort of conciliatory compromise or general toning down we were able to reduce the cost to about $10.50 a page in the composing room.

Leads the "Simple Life" for a While in One Office

MY next position was a solar-plexus from a cost standard, and might easily lay Brother Barrett in the shade if I really had the nerve, but in evident fear of not being understood correctly by some publisher, I will tell the story as briefly as possible. It was from 1916 to 1919.

We had five machines. Operators setting close to an average of 2000 lines a day (7 point on 8 slug), the proof was read by reporters and office help in their spare time. Two journeymen ad men an apprentice and myself.

The advertisements were largely of an open character, ranging from two column 10 inch to full pages, with lots of white space, and the two ad men would set many a day, 900 to 1000 inches of ads. I made up a first page, the editorial page (two columns of 12 point set two-column measure and the balance of features made up of stereotype plates from a mat service) a sport page and what we called a slop page of general news matter, at 11 a. m., picking up the balance of the previous day's plates for a first edition. At 2:30 we made "The Mail"—some changes in page one, all the ads we could get up by that time with all the news we could get set. At 3:30 our Final—killing all the previous day's pages and giving new ones. This was an evening paper with a Sunday morning edition—usually 12 to 16 pages daily and 24 to 32 pages on Sunday—at an average page cost of $3.37.

This is not a story. It is a fact, intended to clinch our argument that page costs are just what the "boss" makes them.

"It All Goes to Show That," Quoth Mike Johnson

MY next position was that where I am working now, since September 1919 to date. The conditions in this office are so widely different that a comparison is impossible.

If the NATIONAL PRINTER-JOURNALIST editor is good enough to let me get by with this article, and wishes to know more of my experiences in this office I will gladly furnish a later article.

LOW RATES CHEAPENING PAPERS & ADVERTISING

ADOLPH S. OCHS
PUBLISHER
New York Times

"In Time Newspapers Will Have Rates Enabling the Restriction of Advertising Lineage to the Advantage of Advertisers as Well as the Papers"

THERE isn't a newspaper in the world that is well established, honestly conducted and has 10,000 legitimate readers, for which the advertising rates for suitable advertising should not be as high as the higest rate that a paper like The Chicago *Tribune* with 700,000 circulation obtains.

If you want to ascertain the value of advertising space in a newspaper of 10,000 circulation, you can measure it by comparison with some other method of reaching 10,000 people. Perhaps the cheapest method is by appealing to them through postal cards. Figure the cost. You can get space that a postal card occupies, conspicuously placed in The Chicago *Tribune* for $100. There it will have over 700,000 circulation, and with the postal cards you could only reach 10,000.

No matter how you measure it, no matter what method you apply, the newspaper of 10,000 circulation is cheap at the highest basic newspaper rate.

Advertisers Are Now Not Prompted to Do Their Best

LOW rates are cheapening the newspaper and the value of advertising. At the high prices (so called) for advertising, the advertiser is obliged to give thought to what he is advertising, and where he is placing the advertising, and whether the expenditure is justified.

When the rates are low, he too frequently uses space only to keep his name before the public, to tickle vanity or some similar foreign purpose. He doesn't put the acid test to very cheap advertising. Will it interest somebody? Is it going to arrest the attention of the reader? Will it compete in interest with what is in the reading columns?

He would naturally do that if the rates were high. He would then often say when copy of no news value was prepared for publication, "We can't afford it. It won't pay."

But if he had something worth advertising, he would think otherwise, and while benefitting himself, would help the publisher to present matters of interest to the readers.

Department Stores Get Low Rates, and There's a Reason

YOU all know the department store rate is the lowest—too low, I contend. We run across criticism of that rate all the time from advertisers under other classifications.

The department store advertising rate in many newspapers is often less than 50% of basic rate. There is a reason. Department store advertising is regarded as having special news value. Every newspaper has a large number of readers who have the habit of doing a great part of their purchasing in a favorite department store. You all have your habits. You have your favorite places to patronize; you know the people and you are accustomed to their system. A friendly relationship is established and there results confidence and good will. That being the case, the announcements of these department stores are of in-

ADOLPH S. OCHS

Publisher of The New York Times

MR. OCHS recently made a remarkable, informal address on Newspaper Advertising subjects, largely from the standpoint of the publisher, to the New York Advertising Club. On request, he cheerfully furnished "NPJ" with a revised manuscript of his random remarks on that occasion, from which the accompanying paragraphs have been selected by the editor of this "experience magazine" for our many readers in the large and small newspaper and printing establishments over the United States and Canada

WHY DEPARTMENT STORES GET LOWER RATES; HOW MUCH, TO GET NEW BUSINESS? : : REPEAT?

terest to a large fractional part of the number of readers as it comes to them as news, hence the following question occurs to me. I presented it to several heads of department stores, but no one of them has ever given me a satisfactory answer.

How much of the advertising of the department store is intended to inform customers, and how much to attract new ones?

To attract a new customer is speculative and problematic. Say a department store has 40,000 or 50,000 customers reading a certain newspaper. It would seem to be important and profitable that those customers should be kept informed of what is taking place in the store, what it has to offer, what is new there, and what may be of interest to them.

Keeping him advised, even though he doesn't care to purchase, the reader having good will toward that store may, when he meets some one else desiring to purchase the articles advertised—a fur coat, a silk hat, or whatever it may be—convey that information, perhaps with a recommendation.

So my question: *What proportion of advertising expenditure should be made to inform the old customer, and how much to attract a new customer?* It is a new subject I have not heretofore heard discussed.

I think if an analysis could be made, a department store would find that about 90% of its expenditure for advertising is best allocated when it is directed for the information of those who are continually patronizing that store, and that 10% might be the speculative amount allocated to attract new customers.

Prices Down? Newspaper Rates Have Dropped the Farthest!

SO far as advertising rates are concerned, I do not know of anything else that has been falling in price like advertising. When I came to New York thirty years ago, The New York *Times* maintained a rate by which it received nearly two cents a line per thousand circulation. Probably the advertisers didn't know how small the circulation was, because at that time we were printing 20,000 copies of The *Times,* and unfortunately 10,000 were returned unsold. But it was good 10,000 circulation. I have no doubt the results the advertisers obtained justified a rate of two cents a line per thousand circulation.

Our rate now is little more than one cent a line for 5,000 circulation, and when we come to the larger department store advertisers, the rate comes down to the irreducible minimum of nearly one cent a line for 10,000 circulation, and on Sunday to not much more than one cent a line for 15,000 circulation.

It should be explained that this rate of The New York *Times* which is so very low, only applies to the largest department store contract advertisers as an additional payment for new and increased circulation.

Of course, there are added, in all cases, location charges, that substantially increase this rate, both daily and Sunday.

The line rate per thousand has steadily gone down. That is the case with most newspapers. Advertising is too cheap. Consequently advertisers are extravagantly using the space and embarrassing the newspapers by the increasing number of pages required to accommodate them.

Publishers Must Help to Solve the Problem:

LACK OF KNOWLEDGE of ADVERTISING

ADOLPH S. OCHS

Today one of the greatest problems of the New York *Times* is the size of the paper. We could probably arbitrarily reduce the size of the paper and say, "We will accept only a limited amount of advertising." We do not feel that we have yet reached the point where we can take that position; but, I hope to live to see the day when we can say how much advertising we wish to carry, and when that space is engaged that we take no more, except in an emergency.

We are running The New York *Times* today at an average expense of $50,000 a day, and we can't trifle much with our income; it is needed. We must go along cautiously with respect to changes if we are to run an establishment of our kind.

How a "Position" Premium Paid a Noted Advertiser

OF course, a higher advertising rate would produce the revenue required in fewer pages, and that is almost automatically occurring. One of the largest department stores in the city, which was paying something like fifty cents a line, thought that it required so much space in the The New York *Times* to attract attention, the store manager said, "We should like to have smaller advertisements but more conspicuous by being placed in the forward pages."

Mr. Wiley said, "We can do that, but the rate may discourage you."

"What would be the rate?"

"Where would you like to have the advertisement?"

He designated where he wished it placed.

Mr. Wiley said, "Instead of paying fifty cents, you will have to pay $1.50 to $2.00 a line for that page."

He said, "This is pretty steep."

"Well, we can't place all advertisements in second, third and fourth pages; they are our most valuable news pages. We have to have some places for window dressing, so the people who buy the paper will see at once it's a newspaper."

He accepted the higher rate. The results were most satisfactory, and their advertising payments to The New York *Times* are now nearly five times the amount they were in former years. It is not a secret. The firm is B. Altman & Company. When they have something to which they wish to attract particular attention, they take a conspicuous location. They pay the higher rate and find that it pays.

Education Is Progressing but Much Remains to Be Done

THIS education is progressing. *In time I think we will have a rate that will enable us to restrict the amount of advertising space to the advantage of the advertisers as well as the paper. Then we can have a paper easy to handle and not so voluminous.*

Twenty-five years ago the total advertising revenue of The New York *Times* netted us about $50 a column. We now net averages of about $200—that is, taking the whole volume of our advertising business, the rate has multiplied four times—but we have multiplied our circulation sixteen times in that time. We were giving four times as much service then as we did before for the same price per line per thousand circulation.

We sold 140,000,000 copies of The New York *Times* last year. Suppose the rate was approximately $1 a line—thus, roughly calculating, $700,000 for a page in the *Times* every day for a year. What will a page of advertising, then, cost per copy? If you figure it out, you will find that a page would cost one-half of one cent. In other words, to place a page of advertising before a reader of the *Times,* if you kept it up continuously, it would cost a half of one cent a page. Is not that rate absurd when you think about it that way?

There is no business in the world that has anything to advertise that couldn't afford to pay one-half cent for a full page placed in the hands of a newspaper reader.

I refer to that merely to show you how cheap is newspaper advertising in the final analysis.

IN reference to the lack of knowledge about advertising, I said that I had been in the business for fifty years and that I don't know much about it. I have yet much to learn. Mr. Bernard Gimbel told me the other day that they also have much to learn about advertising.

He illustrated it this way: He said the General Electric Company had a cooker which at first was offered for $25. Through Sears Roebuck, or some one else, the Gimbel store bought a great quantity to resell. The General Electric Company sold their production at a price which allowed Gimbel Brothers to advertise it for $7.50.

Mr. Gimbel said that this was a $25 machine, and naturally thought it would appeal to the people in New York living in little apartments. It was a cooker with a variety of things attached to it.

He said they advertised the sale most extensively and thought they would sell quickly, but the sale was a complete failure. If they had asked me about it, I should have agreed with them and said it would be a great seller. However, for some unaccountable reason the sale was a failure. They do not know any reason why this should have been the case. This, they say, teaches them they have yet something to learn of the science of advertising.

On another occasion they bought a small quantity of aeroplane linen, for which they thought there might be a limited demand. They had bought a few thousand yards of it, where they could have had much more, and were surpriced by an overwhelming demand for it, and they could have sold a million yards had they been able to secure it. They again guessed wrong. So the best and most experineced of advertisers have yet much to learn.

Points to a Grave Danger
Which Our Country Is Facing

I WANT to leave another thought with you before I conclude my remarks. We have just come through one of the most prosperous years this country has ever known. What of the future?

I wish to say to you from my point of view (I am getting along and take the old man's view of things probably) as I see things, we have within our hands in this country the possibility of a continuance of our prosperity for some time to come. But we are in very serious danger of losing that opportunity.

There is a dark cloud on the horizon. It is the debt other nations are owing our governement, and which we are trying to collect. That is one thing that endangers a continuance of our prosperity.

The other day I said this to a very noted man who was in our office for luncheon. He said, "I agree with you, we ought to settle these debts upon such terms as the people who owe us are willing to pay. Let them take the onus of reduction. But our people are not yet educated up to that."

I said, "Doesn't the fault lie with you and other men of light and leading? Don't you think they would understand in Kansas, for instance, if you could tell them if they force the collection of the debt from France, their wheat would be worth $1 a bushel? But to accept their terms and cause them to go to work and re-establish commerce and trade, wheat would be worth $1.50 a bushel."

He said he thought they would understand that. "Well", I said, "the figures may be a bit wrong, but the principle is there."

There is not one of you, who, if he will study the question, but can have an influence within your circle. Our people must be educated. They don't understand all that's involved in this debt question that affects a continuance of our prosperity.

Those of you who are in business have had experience with unfortunate debtors. If they cannot pay, finding themselves in difficulty, instead of crushing them, throwing them into bankruptcy, and destroying them, you often help them along, and it is not unusual that he finally becomes one of your best customers. Encourage and help your honest debtors—it is the common sense thing to do.

EQUIPMENT & LAYOUT DOUBLES BILLINGS

Ten Thousand Jobs at $25 Per, vs. Six Thousand Jobs at $50 Average

By JOHN L. MEYER

MORE than 90 per cent of all newspaper establishments in the United States and Canada—the main field of *"NPJ"*—have commercial (job) printing departments. This fact has been established by careful surveys, questionaires and other adequate means. Furthermore, it appears that while there are some newspapers of considerable prominence who do not operate commercial printing departments, they do have divisions which take care of their own requirements—blanks, forms, circulars, booklets, advertising material, and so on. It may be said that there is no newspaper plant, large or small, in the United States and Canada which does not have a real interest in job printing, together with more or less equipment for the purpose.

E. J. STACKPOLE, Sr.
President and Editor-in-Chief
Harrisburg (Pa.) Telegraph

While in many instances the commercial printing departments of the newspapers have been the "bread and butter" of the institution, and in many other instances the reverse has been the fact, lately there has been a rapid development toward greater efficiency all around, and one result of this is that the various departments are being made to stand each on their own bottoms. All in all, the recent period in newspaper history has been marked for its developments in efficiency and economy of production, to a far greater extent than ever before.

The need for this has been due to obvious reasons. Interest centered on mechanical and production processes and equipment, as never before. Tremendous changes have taken place in plant layouts, and enormous quantities of new and modern equipment have replaced old-time machinery of all kinds used in printing.

COMMERCIAL printing men have given strong aid in these changes to the newspaper printers, and *vice versa*. Newspaper sales methods have been adapted to the ideas of commercial printing sales, and *vice versa*, with splendid results. And, so, with other items.

Much of the progress has been the result of stimulation by the advent of new inventions in machinery and equipment. The manufacturers have established service departments of various kinds which are doing remarkably effective work; in addition, they have furthered education of future printers and executives.

(OVER)

PLATEN PRESS DEPARTMENT, HARRISBURG TELEGRAPH PRESS

Equipment and Detailed Layout Will Be Found in "NPJ" Blue Print Which Accompanies This Experience Article

—Photo by Pomeroy's Inc.—

AN outstanding example of the development of commercial printing success in a newspaper institution, through executives who were only newspaper-trained and were previously actuated almost solely by their love of the "newspaper game", so-called, is found in the plant and business of the Telegraph Printing Company of Harrisburg, Pa.

The Harrisburg (Pa.) *Telegraph* has been under the management of E. J. Stackpole, Sr., as president and editor-in-chief, for more than a quarter of a century. It has over 40,000 daily circulation in central Pennsylvania, and is looked upon as a power and authority in republican circles.

Not so very long ago, eastern newspaper circles were set agog by the news heard at press conventions and in other congregations of newspaper publishers, that the *Telegraph* executives had finished an eight-months' job of erecting and equiping an unusually complete commercial printing department and were operating on an exceptionally large and efficient scale—the "efficient" including, of course, "profitableness". The management of the company had been known in newspaper circles as most fulsome devotees to the newspaper. It had been believed to have always "talked, worked and slept newspapers," and nothing else. It had scored well on that side.

IT cannot be said that the commercial printing angle of the business developed of its own, or despite the management. It developed remarkably, however. E. J. Stackpole, Jr., the right-hand man of his father, and business manager of the company, described the growth of the commercial printing department of the *Telegraph* as follows:

"For many years the job printing department was merely an adjunct to the newspaper office, and was in fact started originally merely to take care of the printed forms being used by the newspaper and to handle such jobs as came along with the newspaper advertising.

"It was not until about 1915 that the business really began to show signs of growth, and in 1916 for the first time the volume of business went into the $100,000 class. From that time on was constant upbuilding, both in the way of sales and in the installation of new equipment.

"Along about the year 1918 the plant erred in buying new equipment in quantity that could not be immediately absorbed, and for the next few years it was a struggle to eliminate the ills incidental to over-equipment.

"From 1831 to 1919 the printing plant hovered close to the newspaper, being housed during that time in the same building and moving from place to place with the newspaper, The Harrisburg *Telegraph*.

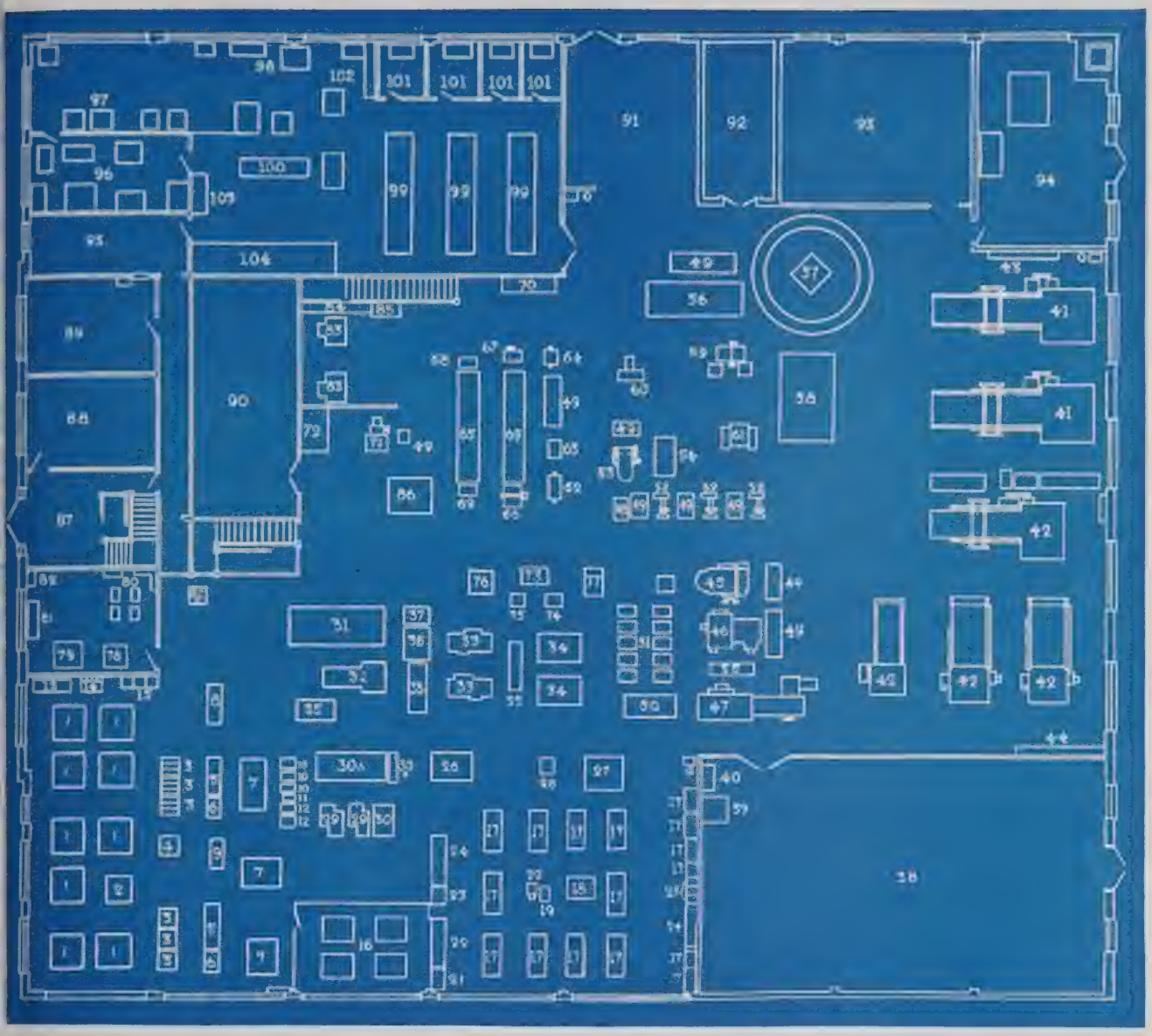
"In 1919 the photo-engraving and printing business had grown to such proportions that it was deemed advisable to go into a building by itself, which was done. In 1925 land was bought and our own building erected on the corner thereof. This last move will make unnecessary any further jumps, and the only change that will take place from now on is enlargement of facilities and additional buildings to take care of the growing business.

"About ten years ago those in charge of the printing end conceived the idea of making the printing plant so completely equipped and manned in every way that it could turn out any kind of a job that the customer might want, except lithography. In other words, the Art De

CYLINDER PRESSES OPERATE IN DISTINCT DEPARTMENT

Miehles and Babcocks Are Used and Provided With Modern Aides, Roller Storage and Ink Storage

—Photo by Pomeroy's Inc.—



Layout by Engineering Department, American Type Founders Co.

COMMERCIAL PRINTING PLANT EFFICIENCY SCORES BIG FOR THE HARRISBURG (Pa.) TELEGRAPH PRESS

Key to Blue Print, Including Trade Names of Equipment

notype and Book Make-up Department

Linotype Machines.
Magazine Rack.
Dump and Galley Storage.
Miller Saw.
Steel Make-up Cabinet and Storage.
Hamilton Storage Cabinet.
Stones.
Foreman's Desk.
Potter Proof Press.
Steel Form Rack.
Steel Bar Rack.
Lock-up Material.
Machinist's Work Bench.
Machinist's Desk and Storage Cabinet.
Steel Tier Storage for Proofs, Jobs, Cuts, Type.

Proof Room

Desks.

Hand Composition Department

Type Cabinets.
Steel Sorts Cabinet.
Miller Saw.
Rouse Mitre Machine.
21 Double Tier Steel Cut Cabinet.
22 Double Tier Wooden Cut Cabinet.
23 Wood Type Cabinet.
24 Live Storage Slides.
25 Border Storage Cabinets.
26 Job Press Lock-up Stone.
27 Foreman's Desk.
28 Potter Proof Press.

Job Press Department

29 Golding 10 x 15 Press
30 C. & P. 10 x 15 Press.
30a Roller Cabinet and Rack.
30b Ink Cabinet.
31 Meisel Press.
32 Toledo Webb.
33 Kelly Press.
34 Miehle Vertical.
35 Tables.
36 Stone.
37 Cut Storage for Meisel.

Stock Room

38 Equipped with Steel Shelving and Stacking Machine.
39 Sheridan cutter.
40 Table.

Cylinder Press Department

41 OO Miehle Presses.
42 Babcock Presses.
43 Roller Storage.
44 Ink Storage.

Bindery

45 Oswego Cutter.
46 Dexter Folder.
47 Cleveland Folder.
48 Baum Folder.
49 Working Tables for Machines.
50 Bindery Forelady's Table.
51 Individual Tables for Bindery (drop leaf on side).
52 Stitchers (one Movable to Switch to Gathering Machine.)
53 Seybold Cutter (Finishing Machine, last operation before going to delivery).
54 Glue Table with Pot Devin Glue Stripping Attachment and Electric Glue Pot.
55 Hickok Bundling Machine.
56 Hickok Ruling Machine.
57 Gathering Machine.
58 Sheridan Covering Machine.

(OVER)

59 Rosback Rotary Perforator.
60 Paging Machine.
61 Berry Rotary Drill.
62 Standing Presses.
63 Board Racks.
64 Hand Backing Machine.
65 Men's Bindery Tables.
66 Cardboard Cutter.
67 Roller Backer.
68 Hot Press.
69 Brass Type.
70 Storage Cabinet.
71 Smythe Book Sewing Machine.
72 Storage Cabinet.
73 Rosback Punch.
74 Rosback Round Hole Perforator.
75 Flat Sewing Machine.
76 Work Table for Same.
77 Foreman's Desk.

Monotype Room

78 Composition Caster.
79 Sorts Caster.
80 Steel Storage Cabinets.
81 Workbench.

How a Prosperous Daily Newspaper Built Up a Large Commercial Dept.

Ten Years' Planning and Experts' Aid Is Now Realized

82 Compressor.
82a Monotype Keyboard.

Die Stamp Department

83 Die Stamp Presses.
84 Racks.
85 Desks.

General

86 Superintendent's Desk.
87 Main Entrance.
88 Sales Department.
89 Art Department.
90 Finished Stock Department.
91 Delivery.
92 Vault.
93 Machine Shop.
94 Boiler Room, Metal Melting and Baling.

Engraving Department

95 Engraving Department Office.
96 Etching Room.
97 Machine Room, Routing, Beveling and Blocking.
98 Re-etching and Finishing.
99 Cameras.
100 Printing.
101 Darkrooms.
102 Stripping.
103 Proofing.
104 Mailing.

EDWARD J. STACKPOLE, Jr.
Vice-President and Treasurer and General Manager of Press Dept.

partment, Photo-engraving Department, Die Stamping Department and general printing establishment, including ruling, practically covered the field of printing. This plan was followed out in equipping the plant.

"WHAT actually happened? Business was naturally attracted to a plant equipped in such a way, and the personnel of the plant developed as the old adage puts it 'Jack of all trades, but master of none.' In other words, *there was not a sufficiently large quantity of anyone type of business to enable the workmen to become experts along anyone line.*

"As an example, in one year not so long ago over 10,000 individual printing jobs were put through the plant. The average job being for $25. Having seen the error of our ways, *we completely changed our sales policy with the result that two years later only* 6,000 *jobs were completed and billed at an average billing of $50 per order.*

"One of the most helpful things in our business is the friendly spirit which prevails throughout the entire organization of 102 employees. The force is composed very largely of young men, with a sprinkling of older and more experienced journeymen. Several of the force have been with the company continuously for over thirty years, while Fred M. Tritle of the sales force is this year completing his thirty-ninth year with the *Telegraph.*

"A point that demonstrates the increased efficiency of the organization over the previous years is shown in the fact that, while employees all took their usual vacations and the plant was completely moved from its old location to the new building during the months of July and August, production for those two months showed an increase over production in the corresponding two months of 1924."

EARLY in 1924 a number of conferences were held with the experts of the American Type Founders Company with a view to installing up-to-date methods of production for high grade printing in a building planned for one story production and to be adapted to the machinery of the *Telegraph Press.* The new building, erected by the Austin Company, is a model for ample lighting facilities and centralized control. The production department is located on one floor without partitions, with a mezzanine extending along the front of the building for sales department and general offices. Work coming into the plant passes from department to department in logical order with a minimum of delay and confusion.

One of the features of the plant is the installation of twenty-four Lincoln bird boxes in the grove of locust trees surrounding the building.

In addition to designing and the manufacture of line and half-tone cuts, the plant turns out telephone directories, books, monthly publications, advertising booklets and circulars, catalogues, house organs and a variety of other work.

The policy of the management is to eliminate obsolete machinery and replace it with modern equipment that will enable the production of high grade printing.

WILLIAM R. NAUGLE
Superintendent, Telegraph Press

The production force, under William R. Naugle's superintendence, has been departmentized with a view to organization and control along military lines. Department foremen are held responsible for the discipline and training of their personnel, while Mr. Naugle is directly responsible to the general manager for the work of the entire plant.

NEWS-GATHERING, NEWS-PLAYING SCORE FOR THIS COUNTRY DAILY

Back Page Made Up as Well as Front Page; Sports & Classified Show Care

. . .

Good Order in Office and Plant Also Helps Gain Profit and Prestige

By THORA EIGENMANN

WHEN an advertiser came into the office of the Warsaw (Ind.) *Times* a short time ago he marelled at the cleanliness of the plant, ıying: "I've never seen a newspaper ffice so well kept; but, wait until ou've been in your 'new' office a few ıonths!"

The publishers told him that they ıd been moved in and printing at their ew' plant for more than *two years!*

Nearly everyone who comes into the ffice remarks about the cleanliness and rder of the establishment.

The general appearance of the newsaper itself reflects this. The makeup is ell balanced. The headlines say someıing and say it in exactly the allotted ıace. The stories are taken care of hen they come in. The work is not l left until the half hour just before ıe deadline. The inside pages are as tractively presented as the covers.

THE *Times,* although published in a town of less than 6,000, has a paid rculation of over 3,600, more than the ımber of all of the homes in the town. 'arsaw also supports another newspaper ıat is above the average. This is deliv'ed at 10 cents a week. The *Times* ıarges 15.

The *Times* has a comparatively large cal staff, has correspondents in all of .e nearby communities and towns who lephone and mail in news, has a farm litor who is sent out, has a leased ire of the United Press and gets some its reports by radio.

General Reub Williams was the under of the *Times.* His son, Logan, ok it over in 1905, and in 1918, at the ose of the World War his son, Rayond Williams joined the staff. It is w being managed by these brothers. eneral Williams was in the Union army ıring the Civil War, returning home as a brigadier general, an honor for exceptional bravery under fire. He founded and became editor of a weekly, the *Northern Indianian* in 1856. He established the *Daily Times* in 1881.

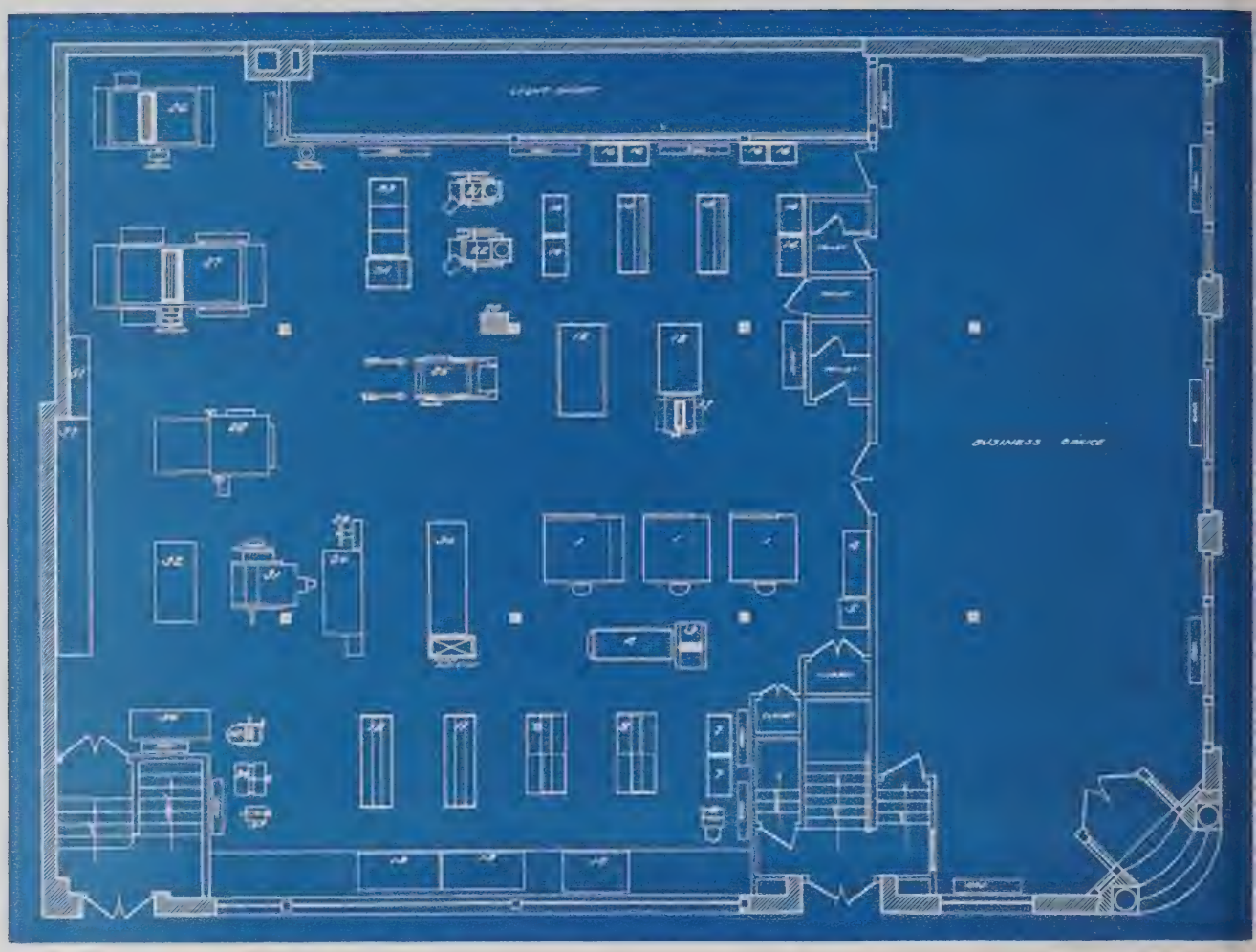
Logan's oldest son, Raymond, a captain in the World War, is listed in the city directory as Raymond, but there are not a dozen persons in Warsaw who know him by this name. Everyone in town calls him Ted. He even goes so far as to wear an initial *T* on his belt buckle—whether it is in loyalty to the name of his paper, the *Times,* or stands for *Ted* is a question.

Warsaw, "the city of three lakes," is the country seat of Kosciusko county in north central Indiana, population of 23,816 according to the 1920 census. Agriculture prospers in this region.

INVITING FRONT DOOR OF THE WARSAW (Ind.) TIMES PLANT
At the Right Is Editor L. H. Williams, and at the Left, Ted Williams, Manager; Center: Dr. Millice, an Early Settler

ONE of the features of the *Times* is the double page one. With many community newspapers the natural tendency of the reader is to turn the paper over and look at the back page after reading the first. Instead of finding a lot of advertisement and pick-ups, the reader of the *Times* finds a full page of news. The makeup, from the seven column streamer at the top of the page to the fillers at the bottom, is done in the same order as the front page. The same care is used in editing, and local and wire news is played up with the same head schedule, as is used on the real page one. This practice necessitates a minimum of six pages daily.

When the news warrants it, the *Times* feels justified in using a head that takes more space than the story. (OVER)



PRINTING DEPARTMENT, WARSAW (Ind.) DAILY TIMES

ED. NOTE:—Goss Comet located in basement; also paper storage, coal, heating plant, casting box, etc.

KEY TO LAYOUT

Planned by Engineering Department, American Type Founders Company

1. Linotypes, Models 14, 8 and 5.
2. Dumping Table.
3. Galley Proof Press.
4. Machinist's Work Bench.
5. Matrix Cabinet.
6. Saw.
7. Single Tier Type Cabinets.
8. Ad-Man Type Cabinet.
9. Two Single Type Cabinets with Ad-Man Top.
10. Ad Assembling Table.
11. Newspaper Make-Up Table.
12. Newspaper Make-Up Table.
13. Auxiliary Make-Up Surfaces.
14. Single Tier Type Cabinets.
15. Cut-Cost Type Cabinets.
16. Two-Third Size Cut Cabinets.
17. Proof Press.
18. Job Imposing Table 39″x63″ Surface.
19. Job Imposing Table 40″x80″ Surface.
20. Chase Rack.
21. C. & P. Press 8″x12″.
22. C. & P. Press 10″x15″.
23. Cut-Cost Drying Rack and Stock Table.
24. Cut-Cost Platen Pressroom Cabinet
25. Kelly Press.
26. Miehle Press.
27. Whitlock Press.
28. Folding Machine.
29. Wire Stitcher.
30. Bindery Tables.
31. Paper Cutter.
32. Cutter Table.
33. Bench Cutter.
34. Perforator.
35. Punching Machine.
36. Wrapping Table.
37. Stock Cabinets.

On a few special occasions and sale days, the makeup of the back page has been changed and advertisements printed with the news.

There are numerous advantages in the two pages, Mr. Williams brought out. With a second page one, local and county news of less general appeal than that used on the front page may be played up with large size heads to attract the readers. Or, it gives the city editor an opportunity to play up an important wire story on the second page one while giving front page streamers to local events. It is a means by which the city editor can take a local news item of city appeal, altho not of general county appeal, and play it up for the satisfaction of the city readers. County news can also be played up more than if there was but one front page. The usual make-up of the *Times* follows:

Page 1—News.
Page 2—On certain days during the week this is a special page for small nearby towns, country correspondence and some news, either farm or telegraphic.
Page 3—Personals, society, some news.
Page 4—Editorials, feature material.
Page 5—General news.
Page 6—Sport News, telegraphic.
Page 7—Classified advertisements, 6-column comic strip.
Page 8—Second page one—news.

THE *Times*, by actual measurement i inches, publishes more local news— news of Warsaw and the immediate vi cinity— in its six or eight or more page than the Chicago newspapers print new of Chicago. The *Times* is able to s thoroughly cover its locality by havin seven or eight persons on whom it ca depend for news. In general the new and management is handled about a follows:

Logan Williams handles the editorials local and clipped, does the proof read ing and is always on the look out fo news that may be missed by the regula news-gatherers. He is also at the hea of the job and general business.

Ted Williams has general supervision over the editorial-news policy, general circulation, and the advertising copy. In addition to this he handles most of the sporting news. In the afternoons he covers the city hall, and the court house. Some of the sport news is written by a high school boy and it is credited to him with a by-line.

The city editor handles the local news, telegraph copy, some sports and the correspondence. The society editor has charge of personals, deaths, society, sickness and births. The *Times* prints births under a standing "Births" head; marriages, illnesses, etc., are also in regular columns. The book-keeper of the *Times* was formerly the society editor on the paper and so can be counted on for pick-ups.

FEW small-city staffs can boast of a local cartoonist and one who is an expert at his work, too; yet the *Times* has a man who depicts local events and happenings from time to time. His cartoon is usually given first page position. His cartoons are supplemented by those furnished by the Western Newspaper Union. The editors tie these latter up so well with local conditions by means of captions and overlines that the average reader fails to notice that they are not drawn by the staff artist.

The *Times* artist also conducts a daily column of poetry and near-poetry under the signature of "Run." He heads it "Our Town and Others" and weaves in state, national and local events of the day by reading the telegraph news, and locals as it comes to the office. The column has attracted wide attention and interest among the readers of the *Times*.

The duties of the auditor are collection, managing advertising accounts and caring for the circulation books.

Another members of the staff is the farm editor. He gathers news from the small towns near Warsaw and is a general subscription solicitor. The development of automobiles and good roads has been a big factor in the building of the *Times*.

NO ONE CAN "MISS" WARSAW (Ind.) DAILY TIMES BUILDING

Located on Two Main Streets, This Paper With Two Front Pages Has Home Representing $130,000 *With Equipment in* 6,000 *Town*

The *Times* has a paid-in-advance circulation of 2,225 on its mailing list. It makes an appeal to the residents of the small towns by running not only one and two sentence personals in the country correspondence columns each day, but the farm editor is sent out after bigger stories. They are played up and treated like the news of Warsaw. One day it may be a story of how Farmer Jenkins gets more eggs from his hens than his next door neighbors do. Another day, Mr. and Mrs. Alfred Smith are celebrating their golden wedding anniversary or Dr. Silas Hubbard is beginning his fortieth year in the community as a general practitioner.

Nine miles from Warsaw is a town, Pierceton, of approximately 1,300 populatin. The *Times* makes a special appeal to the resident of Pierceton as often as the opportunity arises. When the game warden makes a raid on the property of a farmer living near Pierceton and finds a fish net instead of booze the news is played up with a big head as a Pierceton news item and given a prominent position in the paper.

When officials of the American Legion in the thirteenth district selected Milford to be the gathering place of the Legionnaires at the next conference, the opportunity was offered the Warsaw paper to compliment Milford, please the Legionnaires, and make a general appeal to the World War Veterans and their relatives and friends. The *Times* proceeded to do so by giving the story prominent position on page one.

LOCAL sports are stressed by the *Times*. To foster community athletics the *Times* presents a prize of a gold football charm to the best all-county football player and a loving cup to the winning team in the Kosciusko county basketball tournament each year. Hunting, gun shoots, golf, swimming, fishing, racing, baseball, football, basketball, tennis, prize fighting and bowling all come in for their share of space during the various seasons.

The sport department is one of the strong features and circulation builders of the paper. An entire page, either five or six is generally reserved for news of

Warsaw Daily Times

MISS OBERHOTZER'S STORY DENIED

PROHIBITION ENFORCEMENT UP TO ALL

TIMES FRONT-PAGE MAKE-UP

Unusual News Policy Carried Out by Playing Up All Classes of Items and Bigger Stories

KING'S ADVISOR IN PLOT CONFESSION

TIMES "OTHER" FRONT PAGE

Its Publishers Know That Readers Usually Flip From First to Last Pages in Scanning the Columns

the sport world. With the advertising manager and the city editor both writing sports, the news is very well covered.

The greatest appeal in the sport news is the playing up of the events in Kosciusko county. Every small town and community has its own baseball and basketball teams.

Horseshoe pitching is another favorite sport in the smaller communities. The rivalry between the small towns and rural districts furnishes one of the best stimulants for circulation.

As one noted editor said, the successful newspaper is made up of names, names, names. The sport department of the *Times* is good evidence of this.

ALTHOUGH the sport news attracts the boy and men readers, it has little appeal to the average woman reader beyond the scores. When a Sunday metropolitan newspaper is brought into the average home the kids grab the funnies, the old man takes the sports and hands over the rest. The M. R. S. of the household looks first for the society page to see how Mrs. Vanderbilt dressed at the last big dinner. On the small town paper the woman reader is more than ever interested in the society notes because it contains the news of her neighbors, friends and acquaintenances. It tells her the name of the new woman she saw up town with Mrs. Carmichael and who was at the party of Mrs. Green, that as such a success, that they didn't go home until nearly midnight last night.

She may not read the society notes first, but whether she reads them first or last she reads them more thoroughly than any other part of the paper, whether she is a housewife, business woman or club leader.

The *Times* makes full mention of weddings, parties, dances, visitors, teas, engagements, meetings and the other interests that can be classed under "Society." Through the personal columns and the society notes practically every woman in a small town can be mentioned sooner or later, whether she is the leader of the Tuesday afternoon bridge club or not. Even more so than with the men, the women scan an article for mention of the things they attended, participated in or heard about. If it is an account of an exclusive club where Mrs. Johnson was entertained she will read the account, and if it just says that Mrs. A. J. Brown entertained the members of her club and three guests; she will remember that one of the papers "said something about it," but if the story says that among those present was Mrs. C. C. Johnson she will clip it nearly always and save it, and she will have a better feeling towards that paper than the rival sheet. The editors of the *Times* remember this.

Instead of calling the same list of women day in and day out for society news, the society editor of the *Times* makes it a point to call ten or more different women—preferably non-subscribers—each day and the publishers find new names not only find their news columns but on their subscription lists as well.

THE *Times* building, which was put up at a cost of $80,000, is the newest and most up-to-date business building in Warsaw. The equipment which consists of presses, Linotypes, etc., is valued at an additional $50,000.

The brick building is two stories high and has a basement. It was completed on October 1, 1923. It stands on the corner of two of the main streets with a street car line passing its door. The front entrance crosses the corner so that it is on the two streets, and a person does not have to turn the corner onto another street in order to enter.

THE *Times* has an attractive classified page. A seven column boxed head across the page reads, *"The Warsaw Daily Times Classified Page."* Below this is a six column comic strip from the Western Newspaper Union beginning at the second column. At the head of the inside column is a boxed notice giving the rates briefly but completely, as follows:

TERMS—

1 cent per word per day. No charge less than 20c per day. Cash with order. Copy must be in office by noon.

A special room for the carrier boys is fitted up in the basement. It is large enough to accommodate twenty-six carriers. The Goss Comet newspaper press is in the basement and there is storage room for three cars of paper in eight-page rolls and room for two cars of coal.

NEW-COMERS and STRAGGLERS GATHERED IN BY NEWSBOYS

Simple Circulation-Building Method in Closely-Covered Field Here Described

By GARDNER E. CAMPRELL
Wakefield (Mass.) Daily Item

THERE are all kinds of circulation-boosting methods. Most of them embody giving away something to the *contestant.* In Wakeleld we have worked an idea, which may be interesting to your readers, with good results.

The first time, several years ago, was when we went from 1 to 2c per copy and lost about 350 circulation right off the bat. We got it back in three weeks and some 50 to spare. Later, in the fall, we tried it again. Our circulation before we started was big for the field. One of the leading circulation-promoting firms estimated they could add about 50 to our list.

However, we wanted a sort of "mopping up" process. We wanted to pick up the odds and ends—the folks who had moved across town forgetting to give the newsdealer or boy a change-of-address order; *also the new-comers who are more plentiful in every town than the average publisher realizes.* Another factor was a desire to reward a loyal band of newsboys (about 30) and at the same time give them something to work for.

EVERY boy was given 50 cents for every new subscriber. There were no strings to the offer. The subscriber was merely asked to sign a card authorizing to start delivery at once, the subscriber to pay the boy weekly at the door (our local method) just as if the subscriber had voluntarily placed the order.

The subscriber *could quit the next* day if he wished.

The boys got a card of introduction to the prospects It told in a few words his errand, what the *Daily Item* aimed to do and be, and what the boy would get.

Prospects who were buying it *regularly* over news stands were asked not to give a boy an unfair advantage over others by signing up So far as we know, we had no violations. The contest ran two weeks. In a field where a leading circulation-making firm said 50 more was the probable limit, these boys brought us a little over 150 new readers —all home delivery—daily.

It cost us $77.50. There were no premiums to handle, no votes to count. No dealer reduced his draw. The boys got some real cash just before Christmas.

OUR present circulation is close to 100 per cent on the 4-readers-to-a-publication estimate, and better than that if they are eliminated possibly 1,500 non-English-speaking inhabitants and about 3,000 school children.

Newspaper fields in New England are not like those of the west where papers have been reported to have up to five times as many subscribers as there are inhabitants in the place of publication. Dailies in the east are restricted largely to their home towns or cities, and practically every paper is flanked on all sides by other local dailies or weeklies. We are going to work this 50c-a-reader idea every fall just to keep things moving and rake in the new-comers.

W. D. HOARD, COUNTRY PRINTER & EDITOR

Beginnings of One of America's Most Remarkable Press Careers Revealed

AT LAST the real story of William Dempster Hoard, (1836-1918), an American country printer-journalist who became a world-figure, has been put into print in a book. This country printer who became the governor of a great state, the while that he was making the dairy cow a mainstay of the whole world's agriculture and civilization, has been praised in word and print to an unending extent.

Monuments have been erected to his memory. Great conventions still rise in reverent silence to do honor to him. Though he passed away as far back as 1918, the real story of his career as a country publisher was never written until very recently. It is included in a volume entitled, *"The Life of William Dempster Hoard"* from the pen of William George Rankin, for some years an executive of the printing, newspaper and magazine plant founded by the famed Hoard.

"NPJ" has been privileged by the author and the publishers, the W. D. Hoard & Sons Co., Fort Atkinson, Wis., to reprint excerpts from this copyrighted volume. It deserves a special place among biographical works. Not only for its style and completeness, but because it contains what many believe to be the story of an entirely unique career of a wholly unusual printer-journalist; because the book will spread deserved honor for the profession and business of American country journalism, more than most other publications have done; because it will reflect a goodly light upon all our journalism and its constructive needs—which is needed, if we look the facts in the face squarely; and, because it is absorbingly interesting.

THE volume covers every phase of the life of the great, modest and masterful Hoard. The older readers of 'NPJ", of course, remember him well. The younger and newer printer-journalists—city and country, "large and small" —will find the "newspaper and printing side" of the book no less interesting than their predecessors who, in many cases, suffered hardships and fought battles very similar to those suffered and fought by Hoard, and thus are able to better appreciate some of the incidents. (Following are quotations from the chapter Editor and Publisher.")

"Returning (to Wisconsin) from the war of 1861-5, Hoard determined from his past success in selling nursery stock in the East to embark upon this business in Wisconsin.

"It was during this period in Hoard's life that he made a decision that ultimately resulted in changing his entire course. He decided to give up his nursery business and engage in hop raising. Hop culture had become a feature agricultural activity in certain sections of the state at this time and the profits accruing to the hop farmers, measured by the standards of that day, were enormous. New York had always been one of the chief hop-producing states, and, being entirely familiar with hop culture as the result of his early training, Hoard plunged into the venture, believing that he could not fail.

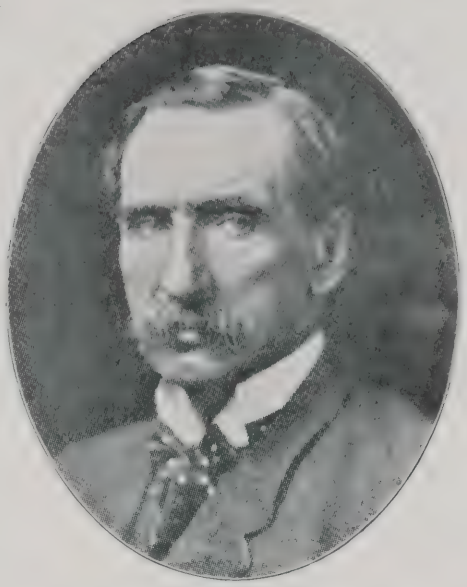
"Overproduction and a reduced demand, however, so greatly depreciated hop prices that before Hoard could mature his plans and produce his first crop, hops were a drug on the market, the price having fallen from 50 cents to 3 cents per pound.

"Thus did he see his earnings, together with the few hundred dollars he had managed to save out of his bounty, swept away. Worse than this, he was in debt to the amount of $2,000, with no immediate prospect of repaying his creditors.

HOARD'S creditors, however were not of the Shylock type. They said: We have seen you work night and day to win success, but without avail. We know you will succeed in the end, so pay us when you can and what you can.

"This attitude of his friends and neighbors deeply touched Hoard, and although it was years before he could liquidate in full, he finally did so, paying compound interest upon every dollar that he ever owed. : : :

GEORGE WILLIAM RANKIN
Author of "The Life of William Dempster Hoard"



WILLIAM DEMPSTER HOARD
(1836-1918)
He was called "America's Greatest Country and Farm Journalist and Printer" by Contemporaries

"So reduced was he in circumstances that he was obliged to borrow a 'Democrat' wagon from his brother—he had a span of horses—and enough money to take him into the territory. He drove the entire distance and started in at the new work of selling washing machines.

"His success, however, was not encouraging, and he soon changed his line to musical instruments, at which he did very much better, for here his musical ability stood him in good hand.

"Late in the fall of 1868, owing to the illness of his wife, he returned to Lake Mills and there resumed the work of selling musical instruments, but with indifferent success.

THIS brought the passage of events down to 1869, when, as he says in his personal notes, 'I conceived the idea of starting a country newspaper. *I don't know how this idea ever came to me, but the more I thought it over, the more I was unable to escape the conviction that I could make a success of a country newspaper.'*

"A little sheet had been published at Lake Mills called *The Bugle* but no serious attempt at real newspaper work had ever been made. This fact rather encouraged Hoard in the belief that he could make a go of it.

"The following is a resume of his assets and liabilities, according to his own statement, when he decided to undertake the publishing of a country newspaper.

"'I was reduced to three dollars and fifty cents capital.

"'I had a sick wife and three babies on my hands, my youngest son, Frank, having been born at Columbus in 1866.

"'I had never set a stick of type in my life; I knew nothing of the business or its details—under these conditions, one must admit that the outlook was rather dismal for the success of the new enterprise.

(OVER)

"'But I had health and ambition and, more than all else, the incentive to provide for my little family to the best of my ability.

"'So after talking it over with a few of my friends, I launched the project.

"'My first move was to go out and get subscriptions in advance, of which I secured some 300 at fifty cents apiece, so my original capital was enhanced somewhat thereby, but capital and credit did not exceed $150.

"'Having no means to buy a printing outfit, I finally made arrangements with Mr. Julius Keyes, publisher of the Watertown (Wis.) *Republican,* to print my paper—me to send the copy over weekly and, when it was set up and printed, the papers to be shipped back to Lake Mills by stage."

"Thus it came to pass that on March 17, 1870, the Jefferson (Wis.) *County Union* was born—a little sixteen column, four page weekly newspaper. : : :

AT last, at the age of thirty-three, Hoard had found his life's work. He did not sense this fact then. *He only knew that he was happier in conducting a little country newspaper than he had ever been before. Long years afterward he was prone to hark back to the days when he started upon his newspaper career as the happiest days of his life.*

"Country newspapers up to that time had confined their circulations very largely to the towns or villages in which they were published and the immediate countrysides.

"Hoard conceived the idea of widening this sphere of influence and he, therefore, set out with the purpose of making his paper one of country wide circulation and influence.

"So he traveled all over the county, either afoot, horseback, or in an old 'Democrat' wagon. Working early and late, he called on practically every worth while farmer, with the result that he soon extended his circulation very considerably and thereby increased his income.

"The good country folks were always glad to see Hoard coming down the road, as they thoroughly enjoyed his humor and his never-ending fund of stories, and withal his ability to sing and play the violin made him a welcome guest at every fireside.

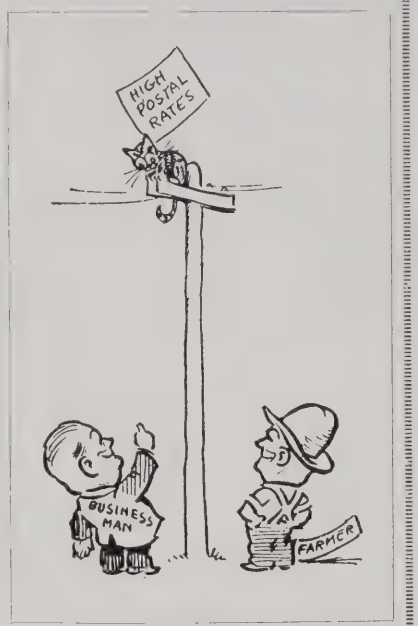
"When he went into a new community, he always arranged to secure a local correspondent, and in time the *Union* carried local news from every hamlet and from many school districts in the county. *This was a departure in country newspaper journalism, and to the best of the author's knowledge, Hoard was the pioneer in inaugurating a feature that has now become almost universal.*

RECALLING the tremendous influence of Horace Greeley's editorials in the New York *Tribune,* Hoard determined from the first that his publication should carry as strong an editorial column as he was able to write—a page setting forth in decided terms his opinions upon political and all other matters of public interest.

"This policy soon made the Jefferson *County Union* an outstanding publication in the newspaper press of Wisconsin, a prestige that has been sustained and strengthened under the editorial direction of the oldest son, Halbert L. Hoard.

HIS experience with the country merchants of that day in an effort to obtain advertising for his paper is of interest. He said:

KITTY! KITTY!



—Boston (Mass.) *Christian Science Monitor*

"'One of the greatest obstacles I encountered was the attitude of the merchants toward advertising. They had no idea of its value whatsoever. *Every dollar I obtained from them for advertising was niggardly doled out and usually accompanied with the remark that they were giving it simply as a matter of public spirit* and expected no return in the way of personal gain.'

"This characterization of the old-time merchant, in spite of the fact that advertising has come to be recognized as a science and the greatest factor in business, reminds us that there are a few specimens of the *genus homo* described still in existence.

"Hoard continued to publish the *Union* at Lake Mills until 1873 when, in response to an attractive offer from the business men of Fort Atkinson, Wis., in the way of increased advertising patronage and extended circulation, he moved his paper to that city and issued the first number from the new home on May 2, 1873.

"Still without a printing plant, he made arrangements with the *Wisconsin Chief,* a little temperance paper, in whose office the "Union" was printed for a number of years. Fort Atkinson was but a village of 2,000 at this time, but it was a good business point, as it has always been, and so Hoard and his little paper prospered.

IN reminiscing upon the trials and tribulations of a country newspaper publisher years afterward, Hoard said:

"'After all the ups and down I had had to keep my little journal going, *when I finally got into my own building with my own printing plant, I thought I was just about the most fortunate printer who ever lived.*' : : :

"Hoard was employed in various kinds of farm work after he came West, but none of it appealed to him because there was no intelligence, no conception on the part of the farmers, as a great class, of what true agriculture really means.

"When he secured a means whereby he could voice his opinions upon farming and the correct practice of dairying, he did so. Beginning with the first issue of his paper, the Jefferson *County Union,* he carried a department upon these subjects, as long as he was the active editor of the publication. : :

"Hoard had great difficulty in influencing the thought and practices of his farmer subscribers. To add to this handicap, he was not following the business of farming, and the farmers said, *What does this man know about farming? He is only a country newspaper editor. He has no farm, he has no cows, yet he sets himself up to tell us how to run our farms.* This attitude was sustained for years. Even after the establishing of *Hoard's Dairyman* with its practical, 300-acre demonstration farm, he was sometimes ridiculed as a book farmer and a theorist. : : :

"Hoard's second son, Arthur, was associated with him for a time during the early years of the Jefferson *County Union,* and together with the sire, he too had caught the vision of the great opportunity for a national publication dedicated to the advancement of the dairy industry.

"Finally, with many misgivings, but in the end taking counsel of his courage, Hoard determined to burn his bridges and embark upon an unknown, uncharted, publishing sea.

"At the suggestion of his old friend, E. D. Coe, publisher of the Whitewater (Wis.) *Register,* the new claimant for favors the field of agricultural journalism was named after its founder, *Hoard's Dairyman.* : : :

"Today *Hoard's Dairyman* is issued from one of the largest and most complete printing establishments in the West. Its circulation is world wide. The sun never sets upon its subscribers and wherever, on the dim rim of the earth, civilized man follows in the footsteps of the dairy cow, there the name of William Dempster Hoard is known and revered."

JOHN L. MEYER

THERE'S ALWAYS A "WAY THERE"

IF you come to a place that you
can't get *through,*
Or *over* or *under,* the thing to do
Is to find a way *round* the impassable wall,
Not say you'll go YOUR way or not at all.

You can always get to the place you're going,
If you'll set your sails as the wind is blowing.
If the mountains are high, go round the valley;
If the streets are blocked, go up some alley;
If the parlor-car's filled, don't scorn a freight;
If the front door's closed, go in the side gate.

To reach your goal this advise is sound:
If you can't go over or under, go round!—JOSEPH MORRIS.

(Ed. Note: During the past month a large number of inquiries have reached *"NPJ"* from large and small newspapers as to the possibilities and problems involved in changing newspapers to the 12-em column. Just before press time, Glen, Stevenson, of Barnhart Brothers & Spindler, who has furnished *"N P J"* with a number of practical articles, came to bat with the following copy of an address by Fred W. Hill of the Hamburg (Ia.) *Reporter* to a press association, and some comment of his own on the necessary steps to be taken in making such a change from 13-em, 6-column, to 12-em, 7-column size, in a community plant. The editor appreciates this voluntary, timely assistance and will be glad to have word from other publishers and printing executives, city and country, on the subject—which appears to be in the interests of many readers. A similar article was recently published in *"NPJ"* covering the change at the St. Louis (Mo.) *Post-Dispatch,* one of the foremost large newspapers.)

"I LIKE 12-em COLUMN AND WILL KEEP IT"

—Fred W. Hill

Address-Report and a "P. S." by Well-Known Expert Answers Many Inquiries Recently Reaching "NPJ"

I ADOPTED the 12-em column to cut down the overhead and increase profits, and this has been accomplished in a far greater measure than I had hoped for. Of course, there are other reasons for the change, but these were the main ones. I like it well enough that I would not consider changing back.

The decision was not made in a hurry—in fact, I watched the papers of two friends in the northern part of Iowa for more than a year before I took the step, and I am frank to confess that I first watched the experiment with more or less misgivings. I was not sold on the plan by any means, and not until I was almost forced to do it did the change take place. I see now that it was a mistake not to have done it long ago.

FRED W. HILL
Hamburg (Ia.) Reporter

A LITTLE local history will give you a better idea why the change was made. The *Reporter* had been a twelve-page paper, but with bank failures, coupled with two years of poor farm crops and poorer prices, you may guess the result. The paper was cut to eight and ten pages, and ofttimes the ten pages were slim.

Any publisher knows that a ten-page paper must be overloaded with advertising to make it pay, and at best is questionable from the standpoint of profit. The extra press run and feeding of the inserts, to say nothing of the make-up and extra paper stock.

With the 12-em paper you do away with all this, use practically the same amount of paper stock, and carry a larger percentage of advertising, yet the appearance leads the subscribers to believe they are getting more news.

WITH the added column you can carry at least seven columns more of advertising, if you keep your front page clean, and still give the readers the same amount of news. You have taken practically nothing from the advertiser in the narrowing of the columns, and have added considerable to your revenues and cut the overhead.

You will find that the advertiser at first thinks he is getting more length in his ads, especially in the ten-inch double and three-column ten.

Our advertisers and readers are pleased with the change, and I have heard more complimentary remarks on the *Reporter* since the change than in many moons before.

I have yet to hear of a publisher who has made the change who has met with adverse criticism from either advertiser or reader. *The daily papers set the new standard of width, and thus paved the way for the country publisher.* They also did the same thing with their cash-in-advance subscription rules, and we owe much to our city brothers for their pioneering.

THE cost of labor for making the change would be slight in most offices. As I was using single chases, it was necessary to purchase double chases as I could only use a narrow center. The narrow side sticks and 12-em liners for the machines were about the only purchases necessary. I have a Babcock drum cylinder press, and to accommodate the larger sheet, it was necessary to throw the forms further back on the bed and turn the cylinder back a couple of cogs and put on longer bearers. A 30½x44 sheet was used for the six-column paper, and for the seven-column page we are using a 31-44 sheet. An easy way to determine whether your press will take the 12-em seven-column quarto is to measure the printing surface of the drum, which must not be less than 30 inches. It might be possible to get in under this length if three-point column rules are used, but I do not think it advisable. If you are not sure as to your press, it would be well to take the matter up with you supply house, or some competent pressman.

Advertisers and readers are pleased with the 12-em paper. An eight-page paper produces from $30.00 to $35.00 per week more revenue, print paper costs are about the same, and production time has been cut from three to four hours a week. Would you change back?

POINTERS ON MAKING CHANGE TO 12-em, 7-Column PAPER

By Glen Stevenson

THE size of a regular six-column 13-em page is 13⅜ inches wide by 19¾ inches long, or 118½ column inches. By using 31x44 stock, which will be furnished by all paper houses, and reducing the measure to 12 ems, increasing the length of columns to 20½ inches, allowing half-inch margins on sides and three-quarter inch top and bottom, giving the sheet the appearance of the city daily, gives 143½ column inches to the page—over twenty-one per cent increase of printed matter.

In order to print this size form, the printing surface of the cylinder and dimensions which all rollers must clear is 30x43 inches. No trouble will likely be encountered the long way of the cylinder unless there is less than 47 inches between the bearers on the press bed, and that may often be overcome by cutting down the width of these bed bearers;

WHILE the press bed may be ample to carry chases for making this change, it may develop the printing surface of the cylinder will not accommodate the change. No Babcock, Campbell-Cottrell or Cottrell-Babcock drum press smaller than 32x46, nor Potter drum below 32½x46, will carry a printing surface the size of the contemplated change. The positive method of knowing whether your press will carry a form of this dimension is to measure from the gripper edge back to the extreme end of the printing surface of the cylinder, which must be at least 30 inches. It may be necessary to slip the cylinder gear ahead one tooth.

As there is a possibility of throwing the machine out of time, do not experiment doing this unless you thoroughly understand your press. In throwing the cylinder ahead, it may not be possible for the form rollers to clear the entire form, with the result that outer edges do not get a double rolling of inking. However, if the fountain is set correctly the area is so small that it is hardly noticeable on news stock.

THE appended cut and table gives data for chases and materials necessary to change to the narrow measure and lengthened columns.

QUARTO NEWSPAPER CHASES to HOLD SEVEN 12-em COLUMNS

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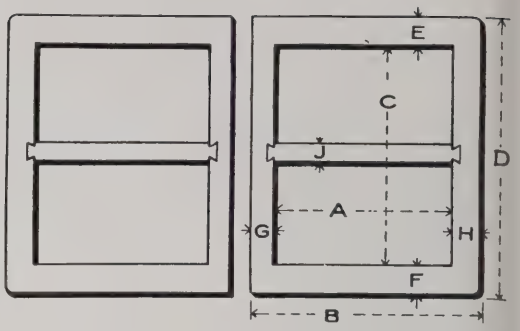
A Width inside, 21¾ in.
B Width outside, 23½ in.
C Length inside, 32 in.
D Length outside, 34 in.
E Width of steel at E, 1 in.
F Width of steel at F, 1 in.
G Width of steel at G, ¾ in.
H Width of steel at H, 1in.



J Width of short bar, 1 in. Space for lock-up, 1 in.

COST OF MATERIALS FOR MAKING CHANGE

Special Electric-Welded Silver-Gloss Chases, per pair, $33.95.

Six-point head rules, 14½ inches long, each, 52 cents; four-point, each, 35 cents.

Either regular six-point or five-by-six-point beveled column rules, 20½ inches face, each, 74 cents.

One set (four each) of one-fourth inch steel side sticks 20¾ inches long and foot sticks 14½ inches long, per set, $4.25.

No. 1 Challenge Hempel quoins, per dozen pairs, $1.50; regular key for same, 65 cents; pressman's right-angle key, 85 cents.

(Prices given by Mr. Stevenson are for Southern and Western points, from Kansas City.)

DO SPECIAL EDITIONS PAY A COMMUNITY NEWSPAPER?

South Dakota Publishers and Editors Reply: It Was Well Worth the Experience and Effect

IS THERE sufficient profit in special editions of community weeklies to pay for extra work and expense? C. H. and Lydia Hornbeck of the Centerville (So. Dak.) *Journal* believe there is, "not because the money income dedrived from such ventures will put a publisher on easy street for the next decade, but because it brings a knowledge of something worth while accomplished." Profits which may or may not be made are more or less incidental, they hold.

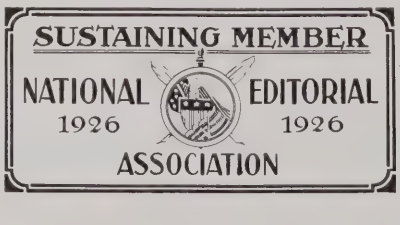
The *Journal* publishers relate their experience with two special editions both of which have been well worth the effort. Both editions also produced profits more tangible than experience; the first time the profits were 73 cents which the *Journal* force used to celebrate the opening of Centerville's municipal beach and community park.

On the other hand, consider the figures on their last Christmas edition, a 16-page, all home print paper with over 48 per cent advertising. In estimating or figuring costs on this edition, the costs of operating the plant were figured at $11 for a nine hour day. These figures are given for the Christmas edition:

Cost of plate used	$ 9.80
Setting 47 columns reading matter	57.34
Setting up ads—3 days	33.00
Makeup	13.00
Cost of paper, 1,300 copies	18.20
Press time	5.49
Extra labor	27.50
Total cost	$163.33

The total income from advertising was $269.80 so the profit derived from the Christmas edition was $106.57.

"If we have overlooked some part of the publishing cost of this edition," declares C. H. Hornbeck, business manager of the *Journal*, "we feel satisfied that it would not amount to over $30, which would leave a net profit of $76. It took four days to get out this edition so we feel that this profit may be considered good. In the middle of getting out such an edition as our last one, when everything must be done at once, the effort does not seem to equal the cost in worry and labor, but when the last bundle has been dumped in the mail, then comes the reward in a feeling of relief and a knowledge of a task well done."



HAINES PRESS FOUNDATION IS MAKING GOOD PROGRESS

F. A. ROBERTSON, of the Washington (N. J.) *Star*, president of the New Jersey Press association, at the winter session, outlined the plans of Charlos B. Haines, a wealthy New York man, who has formed the Inter-National Press Foundation, with the idea of establishing "Press City" in the State of Florida as a place of retirement for newspaper men, who through age or physical disability, have become incapacitated.

Mr. Haines has donated 1,000 acres and his own residence, all located in Seminole County, Florida, as the site.

President Robertson said that former Gov. Frank O. Lowden of Illinois, has accepted the presidency of the Foundation for the first year. Each of the state press association is to have a representative on the board of directors.

Mr. Haines is not asking for any financial aid in the project, although newspaper men may acquire a portion of ground for their own uses in "Press City", and prominent men in each state will be invited to donate buildings.

CHARLIE CHAPLIN: "Every time you understand a thing you multiply yourself."

HERBERT N. CASSON—"Many a man takes life as a Trouble. He fusses about pin-pricks till a mule kicks him. Then he learns the difference between Troubles and Difficulties."

JOHN R. WOLF, (Milwaukee Wis.) *Journal*—"We often wonder how they send pictures over the telephone when the line is busy."

HIS JOB TICKET IS SAVING : :

Bookkeeping, Time, Cash and Bother, and It Lets Him Go Fishing, Too

By NORTON JAMES

FROM a five-column newspaper and a business of about $500 monthly, to a six-column sheet which has become widely known as one of the finest-looking weeklies in the far west, with a monthly gross exceeding $1,000—and only five years going—is not the sole accomplishment of George Edwin Secour, editor and proprietor of the Quincy (Calif.) *Plumas National-Bulletin*, but it is indicative of how this publisher:printer has used opportunities which looked rather sparse. The job business has grown tremendously, and is still growing. The plant and business are located in a town of about 1,000, high in the mountains northeast of Sacramento. It is a summer resort, with lumbering, mining and dairying all about.

"We Print Everything Your Business Needs," is the Secour slogan. Thousands of mail enclosures, envelope blotters, etc., etc., are printed by the *National-Bulletin* plant. This business has been built up literally from nothing. It was created by *SELLING* — by, frequently, getting up complete printed specimens, often in colors, and putting these before prospective customers. A reputation for fine and attractive work usually spreads. It did, in this instance, because there was push behind it. The method helped the newspaper and the newspaper helped the method.

Firm Editorial Policy Is Held, With Fine Printing

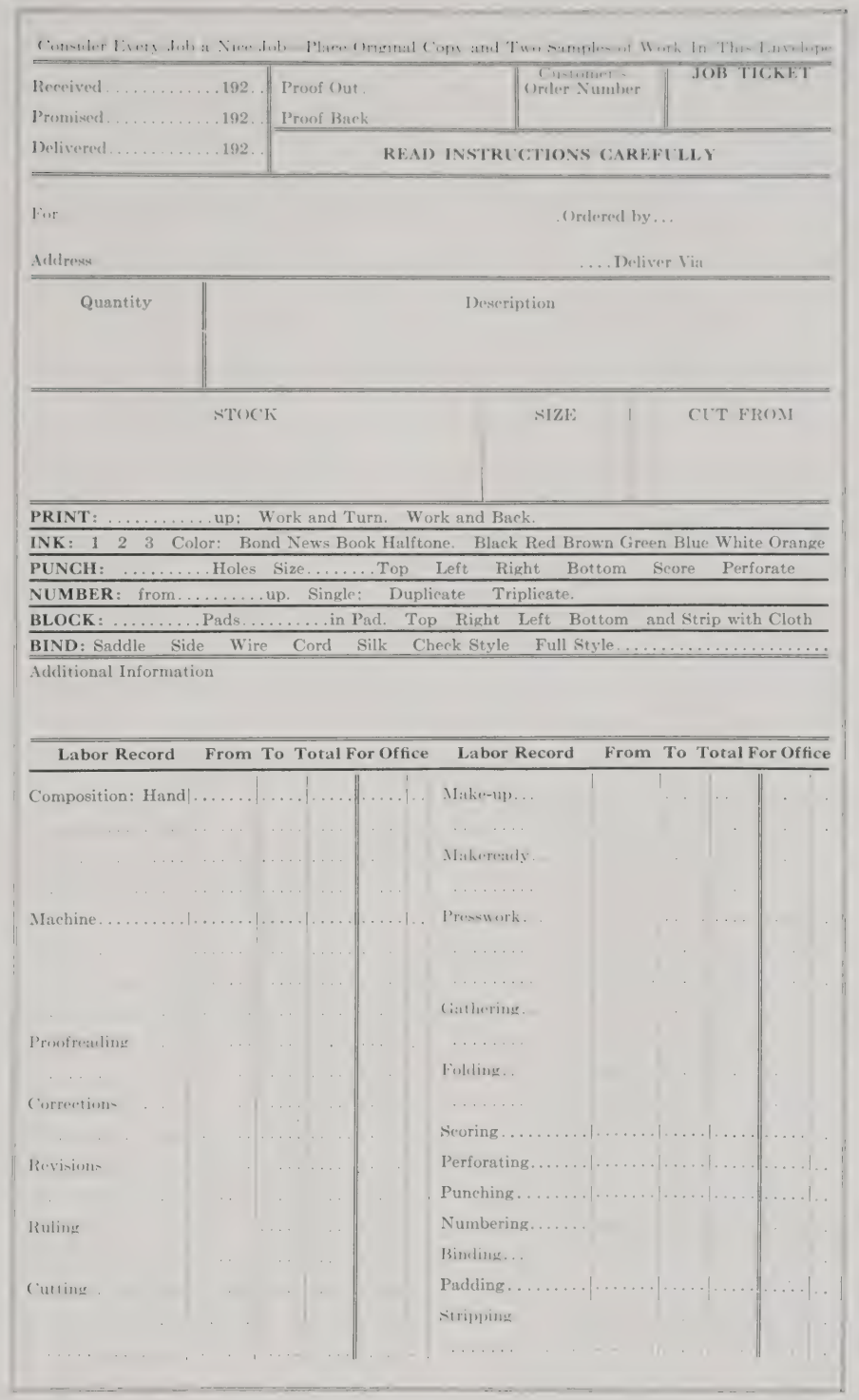
THE editorial policy — a *full page* every week, in finest typography—is illustrated by the following article taken from the *National-Bulletin:*

TALKING BACK

OCCASIONALLY, though not often, we encounter in our rambles about the county the fellow who takes the view that a newspaper is a garbage can into which anything may be dumped. Mistake No. 1. There are some persons who believe that a newspaper is published only to serve their selfish interests and throw the harpoon into the other fellow. Mistake No. 2. There are others who feel that a newspaper should print what is obviously advertising matter without a single cent of compensation. Mistake No. 3. And there are numerous similar mistakes with regard to the publication of a newspaper.

There is no rule that requires it to print something of absolutely no news value just because someone wants it printed. It is not obliged to effusively laud some person where laudation is not earned, or to lambast some individual where adverse criticism is not deserved. It is not printed for the purpose of satisfying selfish motives : : :

True it is that a newspaper gives away much, especially where charity is concerned, but it does not follow that the publisher should adopt charity as an established custom and open the doors freely to all comers. Since the only thing that a newspaper has to sell is space, the publisher who gives it away is no wiser



Consider Every Job a Nice Job—Place Original Copy and Two Samples of Work In This Envelope

Received ....192..
Promised ....192..
Delivered ....192..

Proof Out
Proof Back

Customer's Order Number

JOB TICKET

READ INSTRUCTIONS CAREFULLY

For ....Ordered by...

Address ....Deliver Via

Quantity	Description

STOCK | SIZE | CUT FROM

PRINT: ....up; Work and Turn. Work and Back.

INK: 1 2 3 Color: Bond News Book Halftone. Black Red Brown Green Blue White Orange

PUNCH: ....Holes Size....Top Left Right Bottom Score Perforate

NUMBER: from....up. Single; Duplicate Triplicate.

BLOCK: ....Pads....in Pad. Top Right Left Bottom and Strip with Cloth

BIND: Saddle Side Wire Cord Silk Check Style Full Style....

Additional Information

Labor Record	From	To	Total	For Office	Labor Record	From	To	Total	For Office
Composition: Hand					Make-up				
					Makeready				
Machine					Presswork				
					Gathering				
Proofreading					Folding				
Corrections									
					Scoring				
Revisions					Perforating				
					Punching				
Ruling					Numbering				
					Binding				
Cutting					Padding				
					Stripping				

PUBLISHER SECOUR'S "EXPERIENCE" JOB TICKET

He Tells About How He Came to Use It, and What It Has Accomplished for Him, in a Plant Devoted to Fine Work

Material Costs and Summary

Stock				
Ink				
Board				
Cloth				
Cuts				
Miscellaneous				
Labor				
Bundles				
Pack & Deliver				
Postage Express				
Total Cost				
Selling Price				

REVERSE SIDE OF TICKET

Figures Set Down Here Are Found of Practical Value in Management

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than the merchant who gives away a hat or a suit of clothes to the man who comes into his store and asks for them.

Job Ticket, Approved by Many Described for "NPJ" Readers

ONE of the features of Mr. Secour's system, which is really at the bottom of getting this article for *"NPJ"*, and which has been commented on favorably by many publisher:printers who have seen it, out west, is the "Secour Job Ticket," reproduced herewith. Mr. Secour described it as follows, saying that he hoped this would prove helpful to other managers and printers, although he didn't feel that it was anything entirely original with him — probably there are many others in use which are equally as useful or better:

"This combination ticket has been used with unquestionable success under all conditions. Ample space is provided for instructions, and every item of time consumed in the handling of the work is taken care of on its face. The reverse takes care of all material costs, total labor costs, and any incidental expense.

"In connection with this ticket we use a plain slip that takes care of non-chargeable operations. We use no symbols, the workman instead writing down the name of the operation that is non-chargeable, with the starting and finishing time. Thus, we have a correct check on every operation that takes place in the shop, each day. Incidentally, each workman places his initial on the ticket just above the number. And his name on his non-chargeable operation slip.

"This ticket accompanies the job through all processes of manufacture. When it reaches the desk it is checked up, proper entries made in the columns headed 'for office,' all totals carried to reverse, and the whole totaled and the cost and selling price arrived at. The number of the ticket, name and address of customer, date ordered and date delivered; quantity, class, stock, ink, and selling price, then goes into a job record book, as does the cost of the materials used.

"From this job record entry is made to the customers' ledger, the number of the job accompanying the entry. In other words, our job record serves as journal and, in combination with the ledger and ticket, gives a triple check on the job for future reference. All material costs are totaled up each week and transferred to the proper ledger account —*stock*.

"We have eliminated a great deal of extra work that is of little value except as a record, and that record we carry right with the ticket. Our system of ledger entry gives us instant knowledge of the particular job that may be required for duplication and it is but a moment's work to locate the ticket, secure copy and, if necessary all desired information as to previous time, costs, etc.

"It is a system that works excellently in a shop employing one to three workmen. For more than that I would not care to recommend it, without some changes that would have to be worked out.

"I have worked with the standard job ticket and time records, employes' time sheets, etc., but this method I find does away with considerable bookkeeping,

SINCE this article was put into type, *"NPJ"* has been informed that Mr Secour's fine home at Quincy, Calif., was burned on January 18, the loss being $15,000, partly covered. Mr. Secour's library, valued at $3,000, was ruined. It has been called the most complete personal library on newspaper and printing subjects in the west, and represented 30 years' collection and selection. Files of NATIONAL PRINTER-JOURNALIST for 18 years were included, as well as extensive files of other leading journals in this field. Four years' files of Mr. Secour's paper, the *Plumas National-Bulletin,* were rescued.

GEORGE EDWIN SECOUR

Quincy (Calif.) Plumas National-Bulletin

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expedites the movement of the job, makes absolutely positive a reproduction from office copy, places all information instantly available, and gives the chap who has to do the thousand and one things—*the boss*—time to go fishing and duck hunting."

SUCH IS LIFE! Quoth OLE BUCK

THE Jawhawker Press: "Ole Buck of the Harvard (Neb.) *Courier,* trained his daughter Maomi for newspaper work until she was a better editor than her father. The Bell Telephone Co. at Omaha, offered her a place with their publicity department at a salary nearly equal to that which the Nebraska Press Association pays Ole as secretary, and he lost her. In the course of an article telling of his loss, he says: "One source of grief with us Nebraska editors is that we can't keep our youngsters after we rear them. Someone else wants them worse than we do and makes it an object for them to leave. The state is full of bright young folks belonging to editors. I'd like to see a lot of them stay in newspaper work. The state needs their services, but it is likely most of them will be called into other surroundings."

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FRIENDSHIP : : : : : :

"DEAR EDITOR," wrote the politician, "your paper claims to be supporting me, yet you did not print a line of my speech."

"And thus," replied the editor, "we remain your friend."

National
PUBLISHER-PRINTER ROUND TABLE
Send An Idea

Supervised by JOHN L. MEYER

MANAGEMENT : ACCOUNTING

SOMETHING FOR THE "SLACK PERIOD"

Says Ole Buck in a bulletin to the Nebraska Press Association: "If things are a little slack it would be a good time to do a couple of jobs that every publisher should complete. One of these is to spend a little time on the books and see whether or not you are making what you should for the money you have invested, and the time put in.

"Set down every item of expense including a salary for yourself, interest and depreciation on the equipment and then compare it with your income. The result may suggest some changes in rates and some readjustment in expenses that can be worked out before business picks up. This little session will do any publisher some good and may lead to developing ideas and plans for additional business.

"There are instances where the overhead can not be cut down to any appreciable extent and a larger volume of business can be done without increasing the overhead.

"Another job that should be done now by those who have not already completed it, is getting out advertising rate cards. Most of our members have rate cards but every member should have them as they are an absolute necessity in going after more business from the national advertisers. Use the form approved by the American Association of Advertising Agencies.

"When you have printed your rate cards make it your first duty to send some of them to your field manager and notify that office promptly of an change in rates in the future."

TRYING TO CHECK FREE PUBLICITY

John A. Park, publisher of the Raleigh (N. C.) *Times* and N. P. A. director for his state, is trying to check the apparent unlimited flow of free publicity by mailing a postal card to each person or organization sending such to him, on which the following printed statement appears:

"Believing that you would like to conserve postage and avoid some of the tremendous congestions in the mails, we take this method of letting you know that you have been sending us some press matters which is not being used. We suggest that you remove our name from your list and that you write us in advance in case you have something to offer us in the future. "THE RALEIGH TIMES."

RECOMMENDS NO-PAR-VALUE STOCK

Elmer J. Koch, president of the U. T. A. Cost Accountants' Association writes: "In forming a corporate organization, one of the first questions asked is, What kind of stock should be issued? Should it be common stock, preferred stock or stock of no-par-value? The latter has become popular during recent years and a summary of some of the advantages of issuing no-par-value stock may be of interest.

"The advantages of issuing no-par-value stock as set forth in *Corporation Procedure* by Thomas Conyngton, R. J. Bennett, Paul W. Pinkerton, are as follows:

"1. The question of over-capitalization or under-capitalization does not arise. With such stock, what is received is entered on the books just as it is paid. The capital account, represented by the no-par-value, represents the value at which the stock was issued whether for cash, property, or service.

"2. Neither creditors nor purchasers of stock can be deceived by no-par-value stock. The stock certificates do not claim to represent anything except an interest in the company and its possible profits.

3. Stock without par value may be sold at any desired price. The fiction of fully paid-in stock is not necessary.

"4. The use of no-par-value stock simplifies the corporation organization in that the actual investment may be represented by preferred stock of par value and possibly a bond issue, while the contingent interest in the profits is represented by the no-par-value shares.

"5. The use of no-par-value stock avoids the clumsy issue of stock for property to make it full-paid. Even where the directors are conscientious about contracts, patents, etc., offered in exchange for common stock, the transaction does not look well on the corporate records.

"Summed up, no-par-value stock makes for simplicity. If there are a thousand shares no-par-value stock outstanding and you own one hundred, then you have one-tenth interest in the corporation of the excess assets over liabilities."

FINDS COMIC "PAGE" IS BETTER

The Atlanta (Ga.) *Constitution* tried a plan of scattering its comics through the paper, but the editors announce that so many objections were raised that they have returned to the plan of using all of their comics on one page, as heretofore.

PROFESSIONAL MEN ADOPT A STANDARD : :

NATIONAL ASSOCIATION OF PROFESSIONAL MEN

THE PROFESSIONAL MAN should maintain a standard of competency in his own field, entirely apart from all considerations of public opinion or private gain. He may fall far short of his own standard, but he must never blur the distinction between good work and poor work.

THE PROFESSIONAL MAN should consider his compensation, in whatever form it may be given to him, as a secondary end; and he should not only be content with a modest income, but he should regard it as a part of his professional duty to make it clear to all concerned that a professional man is not interested in amassing wealth.

THE PROFESSIONAL MAN should take a personal interest in recruiting for his own and other professions the most promising of the youth of the Nation, and he should take a corresponding interest in the problems of professional education.

THE PROFESSIONAL MAN should deliberately cultivate honest criticism of his own and all other professional work, training himself to hate sentimental praise and ignorant fault-finding, and developing to the extent of his ability the difficult art of clear-sighted, constructive, critical judgment.

"ADVERTISING COPY", by LLOYD D. HERROLD

A. W. SHAW COMPANY, CHICAGO, publishers; $6.—That the widespread assumption that anyone from the office boy to the president can write effective advertising copy is an illusion, is demonstrated by Prof. Lloyd D. Herrold of Northwestern University School of Commerce, whose volume *"Advertising Copy, Principles and Practice"* has just come from the presses of the A. W. Shaw Company. Although the person who possesses native ability to write stands a better opportunity for success as a copy-writer, according to Mr. Herrold, everyone who posses adequate knowledge of business in general and advertising in particular, added to the ability to write, may develop into a successful writer of copy if he is willing to pay the "pain" cost of developing his ability.

"Copy-writing offers much to the man who likes writing more than anything else", he advises. "It offers much to him who enjoys selling merchandise of all kinds. It offers satisfactory income even to the plodding, stolid writer. For the man who is afraid of working long hours, for the man who is uninterested in digging for facts, and then studying the best methods for making known these facts—copy writing should represent nothing more tangible than a 'dream which never will come true'."

A. N. P. A. TO SOLVE MECHANICAL PROBLEMS FOR ITS MEMBERS

Fortieth Annual Convention in New York, April 21-23 Marks New Era in Associated Effort in U. S. & Canada

By C. J. NUTTALL
of the "NPJ" Staff

THE program of the fortieth annual convention of the American Newspaper Publishers' Association, to be held at the Waldorf-Astoria, New York City, April 21, 22 and 23, holds many matters of importance to newspaper publishers of the United States and Canada.

Among these, from the association standpoint, is the proposed formation of a Mechanical, and of a Traffic Department, within the association for the benefit of members.

The Mechanical Department, which it is proposed to place in charge of a practical printing mechanic, will have as its function, the solution of the mechanical problems of publisher-members and the exchange of ideas.

The Traffic Department, due to the change in the methods of paper mills in 1917 when the latter started billing F. O. B. the mill, will likewise be of great benefit to publishers whose problem of finding the cheapest and quickest way of getting paper from the mills has been multiplied by the number of newspaper publishers in the United States and Canada.

IN order to bring about these improvements in organization service it will become necessary that association dues be increased. Such an increase has already been approved in previous conventions by members, and it is expected that the increase will be made effective with the current year, depending upon the action taken during the convention.

This increase will not affect the smaller newspapers which are members of the organization. It is proposed to continue the same flat basis of dues and assessments on mechanical typesetting equipment, but the increase will come entirely from the larger dailies.

ANOTHER matter of importance to publishers is the proposed tax to be levied on all publications going into Canada from the United States. Practically every daily newspaper north of the Mason-Dixon line, and many of those below that line would feel the effects of the proposed assessment of 10 cents a pound on the complete newspaper or magazine or 15 cents on the advertising content.

Newspapers in the border cities and Chicago, New York, Boston, and Cleveland, would be especially effected, and this matter will be given a thorough hearing at the convention in which Canadian members are expected to participate.

AS usual, the convention sessions will be devoted almost entirely to reports of committees, the usual convention procedure of formal addresses coming at the Autumn convention. However, entertainment features will not be neglected. One event which will attract attention is the annual golf tourament which will be held this year as last, at the Westchester-Biltmore Country Club, Rye, N. Y.

Publishers are being urged to come equipped for the tournament, and non-players have been invited to make up the gallery. Luncheon and dinner will be served at the club and these will start the usual good fellowship of the A. N. P. A. convention. This event is scheduled for Monday April 19. A prize is promised two members of each foursome. The promise likewise states these will not be "Bridge prizes."

The fifth annual dinner of the Bureau of Advertising will be held the evening of Thursday, April 22, in the Grand Ball-Room of the Waldorf-Astoria. Among the speakers will be Colonel Theodore Roosevelt and Dr. S. Parkes Cadman.

THE program of the convention itself, calls for reports of the president, treasurer and manager and the committees on Special Standing, Printing Trades Schools, Open Shop, Standardization of Presses, Traffic, Membership, Second Class Postage, Paper, National Forest Resources, Advertising Agents, Radio and Federal Laws. These reports will be followed by discussions from which will evolve recommendations for th future action of the association.

One interesting feature this year will be the welcoming newspaper men who attend the Pan-American Conference Washington during the week of April 6. Many of these wi remain over for the A. N. P. A. convention.

THE following general information has been issued by L. Palmer, Manager of the A. N. P. A.:

Morning Sessions will open at	10:00 A. M.
Afternoon Sessions at	2:00 P. M.

ANNUAL MEETING OF MEMBERS

The Annual Meeting of Members will be called Thursday, Ap 22, at 2:00 P. M. (subject to adjournment by a vote of the conventio for the election of officers, and directors, and such other business as ma properly come before the meeting.

Representatives at the convention and annual meeting must co from the home office. The Credentials Committee is composed of t following: G. B. Williams, Chairman, Buell W. Hudson, W. C. Joh son, George E. Scroggie, A. M. Snook, and J. L. Stewart.

REGISTRATION

All members are requested to register at the Registration Desk l cated at the entrance of the Grand Ball Room, in which the sessions w be held.

INFORMATION

The Information Bureau will be in the Myrtle Room, in the nort east corner of the hotel, and representatives of the Association will constantly in attendance.

POST OFFICE

The Post Office, will be in the Myrtle Room. Mail addressed members will be held there on call.

SPECIAL REDUCED RAILROAD FARE

Reduced rates on the certificate plan have been secured for membe and their families, provided two hundred and fifty tickets be purchas and certificates secured at the time of purchasing tickets by membe Members who have secured certificates are requested to deposit th immediately with the endorsing officer, Paul Garrigus, who will be attendance in the Myrtle Room. Two hundred and fifty certifica must be in the hands of the endorsing officer prior to the close of t morning session, Thursday, April 22, if the reduced fare is to secured.

BUREAU OF ADVERTISING
Fifth Annual Dinner

The Fifth Annual Dinner of the Bureau of Advertising will be h in the Grand Ball-Room of the Waldorf-Astoria, Thursday, April at 6:30 P. M. There are no more seats available for the dinner as res vations have already been made for the entire seating capacity of room.

I BELIEVE! : : : : :

I BELIEVE that there is something about the Fourth Estate that puts magic on those who enter it. Why else should men and women toil at it year after year, far beyond their strength, and far beneath their proper reward—for it is most miserably paid—and deny themselves when opportunity in other fields opens to them, if there is no magic? Not only do they toil thus, but they do it in a sort of strange, inner radiance and satisfaction I have never seen equaled save by a few devoted, single-hearted ministers of the gospel. They do it in all humility, content with obscurity, content with poor pay, content with endless labor, if only the day's work seems to them well done.

—(AUTHOR UNKNOWN).

LIST OF EXHIBITORS

A. N. P. A. CONVENTION

WALDORF ASTORIA HOTEL, NEW YORK CITY, APRIL 21-22-23, 1926

Addressograph Company Main Lounge	Imperial Type Metal Co. Waldorf Corridor	Mohr Lino-Saw Company Space in exhibit of Mergenthaler Linotype Company See advertisement page 45 of this issue.
American Birotadruck Co. Store — Main Floor	International Feature Service Rooms 102 and 104	N. E. A. Service, Inc. Astor Gallery Corridor
Art Gravure Corporation Astor Gallery Corridor	International Syndicate Room 141	N. Y. World Syndicate Assemly Room
The Bell Syndicate Space Located at Number One Entrance	Intertype Corporation Back of Myrtle Room	Pollard Alling Company White and Gold Room
Brown Company Space in Waldorf Corridor	King Feature Service Banquet Hall and Room 116	Printers Manufacturing Co. Space in Waldorf Corridor See advertisement page 11 of this issue.
The Christy Walsh Syndicate Room 113	Kohler System Mezzanine Floor	Walter Scott Company Room 133
CLINE SYSTEM See advertisement page 54 of this issue.	Lanston Monotype Machine Co. See advertisement page 9 of this issue.	Speedaumatic Company Myrtle Room Corridor
The Duplex Printing Press Company Space in East Foyer See advertisement page 3 of this issue.	Ledger Syndicate Room 100	Ashton G. Stevenson, Inc. Main Corridor — Adjoining Registration Room See advertisement page 43 of this issue.
The Goss Printing Press Co. Room 117	Ludlow Typograph Co. Space in East Foyer See advertisement page 5 of this issue.	Thompson Feature Service, Inc. Room 109
The Haskin Letter Room 107	Margach Mfg. Co. Store — 8 West 34th Street	Wood Flong Corporation Room on Convention Floor — Next to Elevator See advertisement page 2 of this issue.
Herald Tribune Syndicate Astor Dining Room	Mergenthaler Linotype Co. East Room and Room 151 See our advertisement on back cover of this issue.	Wood Newspaper Machinery Corporation Space in East Foyer. Also Room on Convention Floor Next to Elevators See advertisement page 14 of this issue.
R. Hoe & Company, Inc. State Apartment	Metropolitan Newspaper Service Room 146	World Color Printing Co. Room 144

"NPJ" ROUND TABLE
(CONTINUED)

LEON TROTZKY ASSUMES CHAIR OF JOURNALISM

LEON Trotzky has returned to his calling as a journalist, assuming the chair at the Moscow (Russia) school of journalism, in addition to his other governmental posts. Mr. Trotzky will teach the various sides of newspaper making including the getting and writing of news, and improving the technical make-up of Russian papers. His first lecture will discuss the question of how to improve the quality of printing.

ASSOCIATION PROGRESS

PRINTING MUSEUM IS PLANNED

Improvement of the printing art in Cleveland (Ohio) to conform more "with the best traditions of everyday practice in printing is the goal of a movement launched in the Public Library by Henry Turner Bailey, dean of the Cleveland School of Art. "One of the first needs of Cleveland printers is a museum devoted to the typographer's realm," he said. "Specimens of the best printing of the ages would be collected, Cleveland publishers' finest productions would be assembled, and by it opportunity would be afforded to printers to absorb fine printing taste."

Association Dates

May

UNIVERSITY OF MISSOURI JOURNALISM WEEK, 9-15, School of Journalism, University of Missouri, Columbia.
IOWA PRESS ASSOCIATION, 6-8, Des Moines.
NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS, 4-6, White Sulphur Springs, W. Va.
GOLDEN BELT EDITORIAL ASSOCIATION, 1, Hays.
ARKANSAS PRESS ASSOCIATION, 13-15, Little Rock.
KANSAS EDITORIAL ASSOCIATION, Topeka. (date not given.)

June

NATIONAL EDITORIAL ASSOCIATION, June 30, July 1-2, Los Angeles, Calif.

July

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 26-31, Philadelphia, Pa.
SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 6-8, Asheville.

August

NATIONAL ORGANIZATION OF NEWSPAPER FIELD MANAGERS, 25-30, St. Paul, Minn.
NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 25-30, St. Paul, Minn.

SEPTEMBER

GRAPHIC ARTS EXPOSITION, Sept. 19-Oct. 1, 1927, New York City.

October

INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION, 20-22, Detroit.
UNITED TYPOTHETAE OF AMERICA, Detroit, Oct. 16-20.

MINNESOTA TO GET FIELD SECRETARY

The Minnesota Editorial association is to have a field secretary. Amendments to the constitution and by-laws to provide for such an officer and for his direction were adopted without a dissenting vote at the February (1926) meeting. It was discovered, on calling for pledges, that the proposed plan of $1 for every hundred names on a paper's subscription list would hardly yield a sufficient revenue to finance the work of a field secretary. Consequently, J. C. Morrison, Morris Tribune, in presenting proposed amendments to the constitution and by-laws, offered as one of the amendments to the by-laws, the following:

> "The annual dues for each active member of this association shall be $2 for each 100 names or major fraction thereof on the subscription list of his publication. No member shall pay less than $5 nor more than $50 per year. Dues may be paid at any time during the year to the secretary, but must be paid before or at the annual meeting before a member shall be eligible to vote."

Association Elections

IOWA ASSOCIATED NEWSPAPERS—President, Edward Sm Winterset Madisonian; secretary, Don L. Berry, Indianola Tribun

KENTUCKY PRESS ASSOCIATION—President, Cecil T. Willia Somerset Journal; secretary, J. Curtis Alcock, Danville Messenger.

NEBRASKA PRESS ASSOCIATION—President, W. A. Brown, Fri Telegram; vice-president, H. D. Leggett, Ord Republican; secreta Ole Buck, Harvard Courier; treasurer, Frank O. Edgecombe, Gen Signal.

SOUTH DAKOTA PRESS ASSOCIATION—President, E. B. Od Woonsocket News; secretary-treasurer, J. F. Halladay, Iroquois Ch executive committee: Ralph Horton, Volga Tribune; Casper Nohr Lake Norden Enterprise, Carmon L. Bates, Onida Watchman.

CENTRAL MISSOURI PRESS ASSOCIATION—President, C. H. N Nay, Butler Republican-Press; vice-nresident, Norris Pizer, Tip Times; secretary, Mrs. Pauline Jaqua Taubert, Warrensburg Standa Herald.

MINNESOTA EDITORIAL ASSOCIATION—President, Carl S. Ea wood, LeSueur News-Herald; first vice-president, J. V. Weber, Slay Murray County Herald; second vice-president, E. K. Whiting, Owato Journal-Chronicle; third vice-president, L. A. Rossman, Grand Ra Herald-Review; treasurer, H. C. Hotaling, Mapleton Enterprise.

TEXAS NEWSPAPER PUBLISHERS' ASSOCIATION—Presid Frank G. Huntress, San Antonio Express; vice-president, W. C. M born, Fort Worth Press; special commissioner, C. J. Palmer, Hous Chronicle.

REPUBLICAN EDITORIAL ASSOCIATION OF MISSOURI—Pr dent, Walter S. Dickey, Kansas City Journal-Post; vice-presid Fred Harrison, Gallatin North Missourian; recording secretary, D. Simmons, Granite City Tribune; secretary-treasurer, Charles W. F Jefferson City Missouri Trades Unionist.

ARIZONA DAILY NEWSPAPER PUBLISHERS ASSOCIATIO President, Oliver Jaynes, Tuscon Citizen; vice-president, Fol Moore, Bisbee Daily Review; secretary, Ralph Elmwood, Tuscon D Star.

WEST VIRGINIA PUBLISHERS AND PRINTERS ASSOCIATIO President, W. Guy Tetrick, Clarksburg Exponent; first vice-presid C. P. Harvey, Parkersburg Sentinel; second vice-president, W. R. L wig, Morgantown, secretary-treasurer, W. W. McCue, Morganto Board of directors: William L. Brice, Wheeling Register; W. L. M gert Huntington Herald-Dispatch; J. H. Long, Huntington Ad tiser; Charles Hodel, Beckley; R. H. Pritchard, Weston Democ C. H. Frey, Logan Clark McConkey, Grafton; A. J. Nagir, Wheelin

ONTARIO PROVINCIAL DAILY NEWSPAPERS ASSOCIATIO President, R. M. Glover, Petersboro Examiner; vice-president, How Fleming, Owen Sound Times; secretary, G. C. Humphrys, Gu Mercury. Directors: F. H. Leslie, Niagara Falls Review; J. W. Cur Sault Ste. Marie, Sault Star; W. J. Motz, Kitchener Record; W. Alloway, Oshawa Reformer, and T. H. Kay, Kitchener Record.

AMERICAN SOCIETY OF NEWSPAPER EDITORS—President, E Hopwood, Cleveland (O.) Plain Dealer; first vice-president, George Miller, Detroit (Mich.) News; second vice-president, David E. Smi Philadelphia (Pa.) Public Ledger; treasurer, E. S. Beck, Chicago Tribune; secretary, Marvin H. Creager, Milwaukee (Wis.) Journal.

NEW YORK STATE PRESS ASSOCIATION—President, Elmer Conrath, Cuba Patriot & Free Press; vice-president, F. C. Pars Cortland Democrat; secretary, Jay A. Shaw, Elmira; treasurer, E Vair, Waterloo News; directors: P. H. Alvord, Livonia Gazette; M. Landon, Bath Advocate.

NORTHWESTERN DAILY PRESS ASSOCIATION—President, Schilplin, St. Cloud (Minn.) Times; secretary-treasurer, E. M. Fond, Little Falls (Minn.) Transcript. Executive committee: L. Whitcomb, Albert Lea, Minn., Tribune; Harry Hill, Fargo, N. Forum, and Edward L. Ogilvie, South St. Paul, Minn., Reporter.

Newspaper Contests

A METHOD FOR SCORING CONTESTS

"NPJ" has taken pains to report as many different ways scoring in newspaper contests as possible. The work is be done much more scientifically than in past years, all over Country. In the recent Southern California Front Page Cont the judges used the following:

With so many fine newspapers entered in the "Best Front P Contest," it was no easy matter for your judges to determine winner.

In order that we might judge each individual contestant in fairest possible way your committee took the liberty of making a tional classifications under the three general heads announced in Editor. We divided the typographical appearance of 50 points into classifications as follows:

Typography	10 poin
Balance	10 poin
Attractiveness	10 poin
Readability	10 poin
Presswork	10 poin

Under Choice of Material We Considered:

Local appeal	worth 12½ poin
Original matter	worth 12½ poin

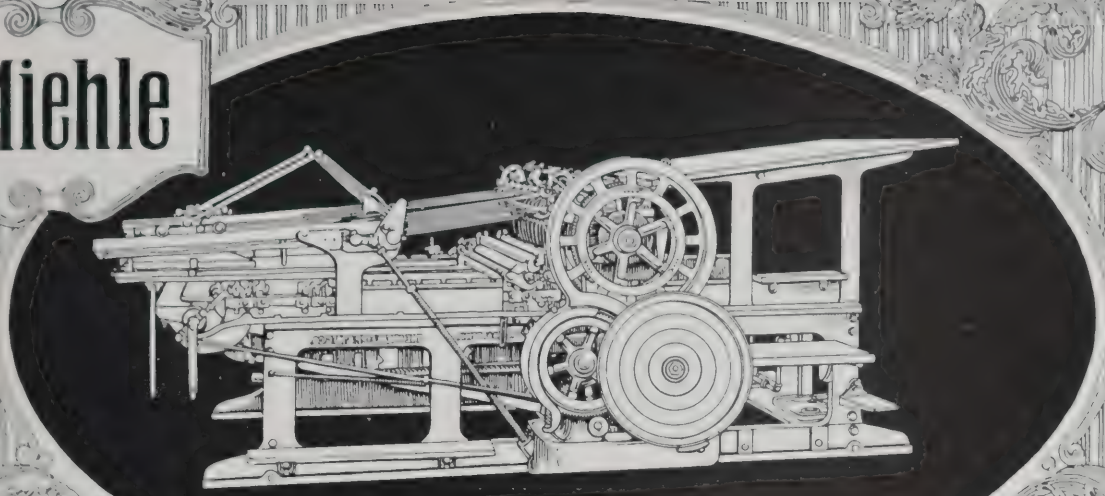
Under Manner in Which Material Is Handled We Considered.

Proper feature of the story	worth 12½ poin
Prominence given to the story	worth 12½ poin

In fairness to the contestants each paper was judged on the b of consistent performance, and although one issue was selected, selection was thoroughly representative of the issues submitted.

In judging the list of papers on the basis of these 9 classificatio was surprising to see how well the majority of papers graded.

The Miehle



REPAIRS

THE Miehle is built of the best and most suitable metals. Its construction, in every respect, is the most careful possible. Nothing is neglected which will insure a maximum of accuracy and long wear.

However, metal is only metal and parts will wear, but no two-revolution press has ever done so much good work with so little repairing. Compare your Miehle repair bills with others.

MIEHLE PRINTING PRESS & MFG. CO.

Main Office and Factory *Fourteenth and Robey Streets, Chicago*

Operating Exhibits:

Transportation Building, Chicago Printing Crafts Building, New York

Sales Offices:

PHILADELPHIA BOSTON DALLAS SAN FRANCISCO LOS ANGELES

ATLANTA, Dodson Printers' Supply Co. OKLAHOMA CITY, Western Newspaper Union

SALT LAKE CITY, Western Newspaper Union

"NPJ" ROUND TABLE
(CONTINUED)

lowest grade point was 61, but the majority graded over 85 points. In this respect we feel that these representative newspapers indicate a high type of editorial and mechanical excellence on the part of Southern California newspapers.

It may be of constructive interest to point out some of the faults which we found. Broken and hyphenated heads were, of course, in evidence. In some instances the head writer used too many figures. In other instances, too few units filled the space.

There were a number of examples of banks, decks and hanging indentions which repeated the same matter as that in the display heads. Some of the papers carry step heads up to 36 points in size which are too heavy for the page.

As to readability, we considered this element low where the paper was out of balance and the stories too long. Pages which are too solid also lack readability. Poor press work likewise affected the grading and where a number of papers were attractive at first glance, they proved upon close examination not to be so readable as others not so attractive. This was due to typography, balance and presswork.

There were also some papers which had balance only above the fold. This gave them a top-heavy appearance and naturally reduced their attractiveness. In most respects, however, it can be said without undue flattery that the Southern California newspapers are well edited and teeming with local interest.

The final decision was indeed a matter of real difficulty, but a careful analysis of the grading points we feel will bear out the decision of the judges. It was the sense of your committee that the cup should be awarded to La Puente Valley Journal, with 93½ grade points.

Association & News Notes

OLDEST MEMBER OF THE N. E. A.?

The bulletin of the National Editorial Association has started something interesting in putting the above question to the members, and publishing the following:

The Bulletin would like to obtain information concerning the Old Timers even though no one may have seen more summers and winters than Martin P. Rindlaub of Platteville, Wisconsin, who will be 88 years old before the end of 1926. Rindlaub was born near Gettysburg, Pennsylvania, in 1838. He learned the rudiments of the newspaper business in the Gettysburg *Sentinel* office. Going west in 1858 he became, a year later, proprietor of the Warren, (Ill.) *Independent,* where he remained until he sold his paper in 1864. While in Warren he attended one of the celebrated discussions between Lincoln and Douglas in the United States Senatorial campaign, in 1858 at Freeport. He also was a reporter for his paper at the National Republican convention, held in Chicago when Abraham Lincoln was nominated for president the first time, and occupied a seat in the reporter's gallery.

"He went to Lancaster, Wisconsin, in 1864, and became assistant editor of the *Grant County Herald.* In March 1867, he moved to Platteville, Wis., and became proprietor of the *Grant County Witness* which he continued to publish for nearly forty years.

"Mr. Rindlaub joined the Wisconsin Press Association in 1867 in which he has held an uninterrupted membership. He was elected president of the Association in 1900 and re-elected in 1901. Mrs. Rindlaub served as treasurer of the Association for eight consecutive years.

"When Mr. B. B. Herbert established the NATIONAL PRINTER-JOURNALIST, in 1887, Mr. Rindlaub was one of the first subscribers and he has continued taking it without a break ever since."

J. W. ALLAN, EXECUTIVE DIRECTOR

Of the Associated Florida Dailies, following recent appointment to that office, has established offices in 510 Clark Bldg., Jacksonville. Mr. Allan has already visited many of the daily newspaper offices, getting the views and suggestions of publishers and managers as to service required and strengthening the membership. Several newspapers have been added to the membership and it is hoped to effect a 100 per cent organization in a short while.

An effort is being made to work out a plan for a co-operative membership of weekly newspaper of the State. One result of the work so far has been the checking up on one or more real estate operators who move from one section to another leaving unpaid accounts to newspapers when they depart. A strong effort will be made to stop these bad-credit dealers.

CHURCH JOURNALISM COURSE STARTED

The George Peabody College for Teachers, Nashville, Tenn., will offer next summer a course in religious journalism and publicity. It is to be taught by R. B. Niese Jr., news editor of the Nashville *Tennessean,* author of the book, "The Newspaper and Religious Publicity." The course will be part of the regular summer school program, Bruce R. Payne, president has announced. It will specialize in the practical side of news writing, with emphasis placed on the methods by which churches and religious workers can co-operate with newspapers in placing their message before the public.

DENVER NEWSPAPER FOLKS TO HONOR EUGENE FIELD

ALTHOUGH the remains of Eugene Field, newspaper man, now lie in a tomb, in the Church of the Holy Comforter, Kenilworth, Chicago, the people of Denver, where Field and his wife and five children formerly resided, purpose making another shrine to his memory, of the little cottage on West Colfax Avenue where he lived and wrote many of the poems that later were to acclaim him the great poet of children.

"There it stands," said Joseph G. Brown, veteran newspaperman of Denver. "It seems as though now I should see Gene come out of the front door followed by his children, devotedly beloved by him. Many is the time I have stood on that front porch with Gene early in the morning after the completion of our shift on the old *Tribune.*

"Well do I remember the times that I have stopped before that little cottage with an open carriage and collected Gene's children and taken them for a drive about the city. Many and many a time my sole assignment from Gene was to undertake such a mission and never would he accept a regret or an excuse to get out of the assignment."

FIRST PRINTERS IN THIS HEMISPHERE

The *Value and Progress of Printing* was the subject upon which Dean Walter Williams of the School of Journalism of the Missouri, gave an address at the recent memorial ceremony held in Mexico City for Juan Pablos and Esteban Martin, the first printers in the Western Hemisphere. Upon the site where the office of these men stood, in 1534, is still a printing establishment. A tablet, telling of the historical importance of the location, hangs upon the outer wall of the building. A floral wreath, in tribute to these pioneer printers was also placed here by Dean Williams.

Among those who attended the memorial ceremony was Louis G. Rubin, oldest journalist in Mexico. Although he is 8[illegible] years old, he is still in active service.

Dean Williams was in Mexico delivering a series of lectures on "Journalism of the United States" at the National University of Mexico, with which the University of Missouri has an exchange professorship. The exchange professor from Mexico is Dr. Jose Manuel Puig Casauranc, Secretary of Public Education of the Republic.

KELLY NOW WITH THE A. N. P. A.

Harvey J. Kelly, for five years secretary of the Pacific Northwest Association, is now at Indianapolis, as Chairman of the A. N. P. A. Special Standing Committee. Among other duties he will handle labor matters for A. N. P. A. members succeeding H. N. Kellogg.

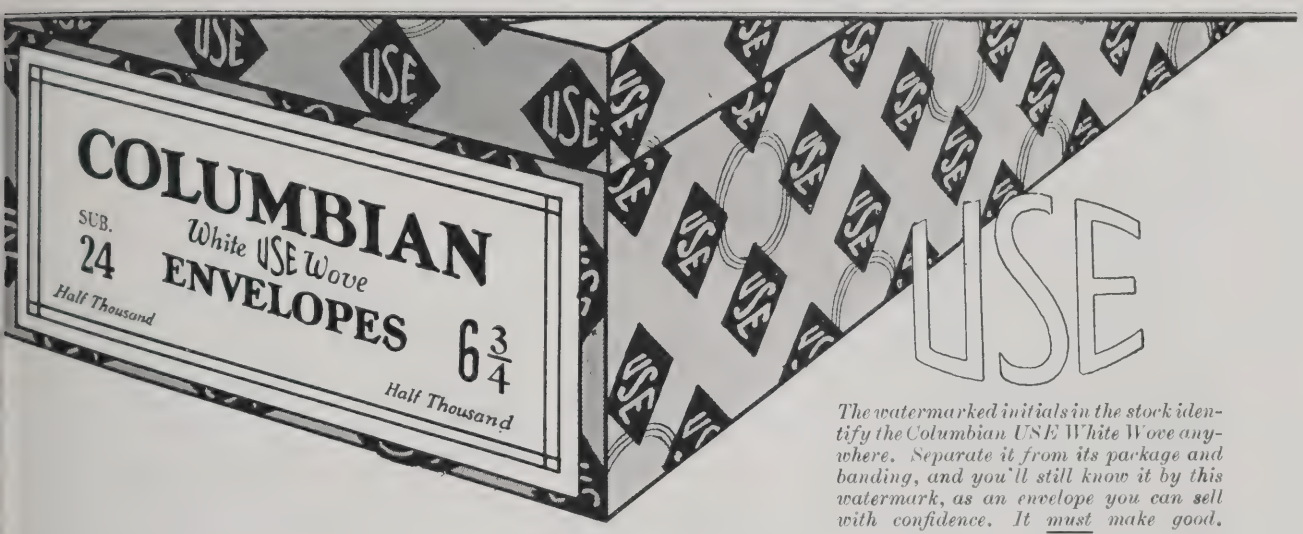
W. G. Hooker is the successor of Mr. Kelly, with headquarters remaining at Spokane, Wash.

MANUFACTURERS : SERVICES

IN THE GOOD OLD DAYS, FORTY YEARS BACK

It will be forty years in July 1926 that the first commercially operated Linotype was installed by the New York *Tribune.* Ottmar Mergenthaler and Charles W. Letsch, then a boy of nineteen erected and started the machine, under the wondering and doubting gaze of many printers. These machines were left to the care of young Letsch for six months, who, when he had instructed some one to succeed him, returned to the Baltimore shops, where he remained until the plant was moved to Brooklyn. In 1888 he was sent to Louisville, Ky., to look after twenty Linotypes in the *Courier-Journal* plant. Mergenthaler having in the meantime, improved on the old wind driven matri[illegible]

This box simplifies the buying and selling of envelopes



The watermarked initials in the stock identify the Columbian USE White Wove anywhere. Separate it from its package and banding, and you'll still know it by this watermark, as an envelope you can sell with confidence. It must make good.

'T'S always easier to buy and to sell products that your customers know and remember.

And what helps more to make a good product known and remembered than a strikingly ttractive package?

Look up at the picture again. Here's a package that's interesting. It's sturdy too, as well s good-looking. It can stand in the sun without fading. It doesn't complain when it gets ots of handling.

This box helps to make people want what's n it. It gives the buyer something to remember. It helps you to sell him easily when he omes in for envelopes *again*.

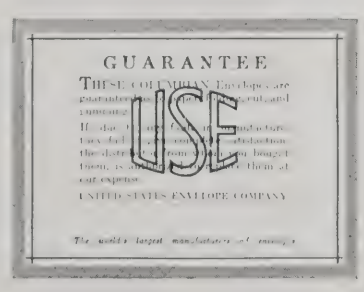
ood envelopes, for all-round purposes—at moderate cost

olumbian USE White Wove nvelopes are good, practical nvelopes; government high cut; erfectly gummed; made of aper of A 1 writing, printing, yping and sealing qualities.

Columbian USE White Woves e opaque. They don't "give away" their contents before they're opened.

Columbian USE White Woves are made in every commercial size from 5 to 14 and Monarch. They are stocked by paper merchants everywhere. If yours cannot supply you promptly, write us and we'll put you into touch with a nearby distributor. United States Envelope Company, the world's largest manufacturers of envelopes, Springfield, Massachusetts, with eleven divisions covering the country.

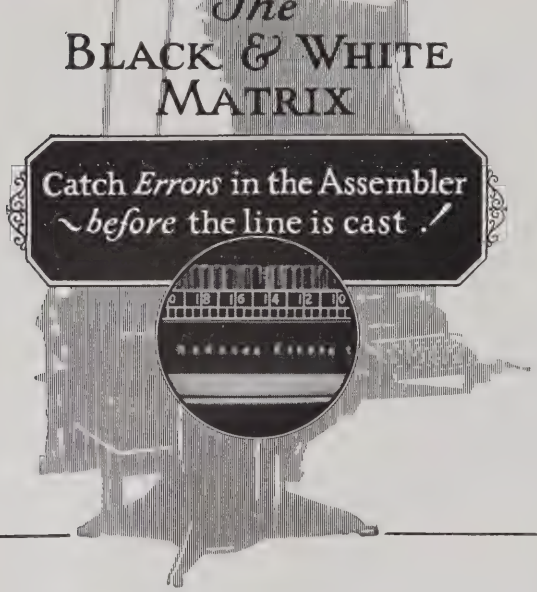
These divisions are: Worcester, Mass., Logan, Swift & Brigham Envelope Co.; Rockville, Conn., White, Corbin & Co.; Hartford, Conn., Plimpton Manufacturing Co.; Springfield, Mass., Morgan Envelope Co.; Waukegan, Ill., National Envelope Co.; Springfield, Mass., P. P. Kellogg & Co.; Worcester, Mass., Whitcomb Envelope Co.; Worcester, Mass., W. H. Hill Envelope Co.; Indianapolis, Ind., Central States Envelope Co.; San Francisco, Cal., Pacific Coast Envelope Co.; Philadelphia, Pa., Monarch Envelope Co.



COLUMBIAN White USE Wove ENVELOPES

Why Keep Your Machine Operators in the DARK?

Give them light! Let them *see* and read the matrices in the assembler! Help them to give you cleaner proofs!



THE Black & White Contrast Matrix is guaranteed to save no less than 25% of typesetting machine errors. It permits the operator to see and read each line in the assembler and catch and correct errors before the line is cast — *in the natural operation of the machine and without slowing-up production.* Every department is benefitted because fewer errors mean less handling time.

Note the following results of actual tests made recently on four prominent dailies (names on request):

(1) On 35,000 lines we showed a saving of errors of 41%.
(2) On 18,000 lines we proved a saving of errors of 37.43%.
(3) "Before" and "after" comparisons in plant operating 10 machines showed a saving of errors of 34.70%.
(4) On 42,000 lines we proved a saving of errors of 26.95%.

We do not ask you to take our word or the word of other users, however. We will prove the guaranteed saving right in your own plant! Mail the coupon.

MATRIX CONTRAST CORP.
33 West 42nd Street
New York City

Mail this Coupon →

Date.....

Matrix Contrast Corp.,
33 West 42nd St., New York

Please send us PROOF that your Black & White Process will save at least 25% of all our machine composition errors. We understand this process will make money for us without actually costing a cent. Tell us how!

NAME .....

ADDRESS .....

NPJ

"NPJ" ROUND TABLE
(CONTINUED)

machine, and invented the later model, Letsch was selected to take the first lot of the new style machines to New Orleans and installed them in the office of the *Times-Democrat.* After installing plants in Houston, Cleveland, Chicago, St. Paul and other places, he finally installed the plant of the Philadelphia *Record,* in December, 1892, where he still is working just as faithfully to keep his plant in good shape as he did on the New York *Tribune.* Mr. Letsch gives an interesting sidelight of the *Tribune* installation: "I was held up by a fire one day. When I arrived at the *Tribune* composing room, the foreman, William P. Thompson, took me to the managing editor, Whitelaw Reid, who invested me with a reporter's badge, which not only enabled me to get through a fire line, if necessary, but for my own pleasure gained me free admission to nearly all places of amusement in the city."

SALESMANSHIP NOT SUCH A TOUGH JOB!

Selling isn't such a bad job, even amidst a hard winter season, according to Mr. and Mrs. Neil E. Fulton, who represent Ashton G. Stevenson, Inc., makers of the Stevenson Furniture Mold. Mrs. Fulton is secretary of the company. Recently Mr. and Mrs. Fulton went on a "second honeymoon" down south and ran into not only good weather, good fishing and all that but into a lot of good business. Among the concerns who installed the Stevenson Furniture Mold in Florida are: Avon Park *Pilot Press,* Bradentown *Morning News,* Clearwater *News,* Clearwater *Sun,* Dade City *Banner,* Homestead *Enterprise,* Jacksonville *Journal,* Lakeland *Star-Telegram,* Lake Worth *Leader,* Leesburg *Commercial,* Miami *Tribune,* Miami *News,* *Metropolis,* Ocala *Star,* Orlando *Reporter-Star,* Pensacola *News-Journal,* St. Petersburg *Evening Independent,* St. Petersburg *Morning Times,* Sarasota *Herald,* Tallahassee *Daily Democrat,* Tampa Florida *Grower Press,* Tampa *Daily Times,* Tampa *Telegraph,* Tampa *Tribune,* West Palm Beach *Tropical Sun,* Pepper Printing Co., Gainesville; Jacksonville Printing Co., Jacksonville; Florida Printing Co., Miami; Hefty Press, Miami; Miami Printing Co., Miami, and Franklin Printing Co. at Tampa.

The trip was made by auto, and Mr. Fulton worked the territory back north, planning to stop off at New York to attend the A. N. P. A. Convention, where the Ashton G. Stevenson Inc., arranged an interesting exhibit in the main corridor adjoining the registration room.

While the South was generous with Mr. Fulton, the northwest was invaded by E. A. Holmes known to all printers by his exploitation of the Miller Saw-Trimmer. Mr. Holmes added some sixty new users during the past few months to the thousands who now sing the praise of the Stevenson Furnnitu Mold.

WHY DID MR. PUGH DO IT?

Title of a mailing-piece distributed by H. B. Rouse & Co. covering the Rouse Paper Lifts. It is replete with recommendations from users and centers around the efficiency and economy effected in the plant of the A. A. Pugh Printing Co., of Cincinnati, O. Mr. Pugh said: "Our cylinder press department consists entirely of nearly new Miehles. We have equipped these presses with all the latest and most modern labor saving devices. The normal workman likes to turn out a lot of work and he likes to turn out neat work, but *you must not make it too laborious for him to achieve this result.* Thus, we have Cross Feeders with Rouse Lifts to bring up the paper, Extension Deliveries, electric neutralizers, electric heaters and gas heated ink agitators, latest form of monitor control for the motor, elaborate lighting system for each press and many conveniences of our own device."

LATHAM PURCHASES ADZIT COMPANY

Announcement is made to the trade by the Latham Machinery Co., Chicago, of the purchase of the entire stock and equipment of the Adzit Printers Supply Company of Grand Rapids, Mich. They manufactured a patented galley lock, quoin key, type high gauge, and multiplex punch with equipment. The Latham company will continue to manufacture these items. Henry L. Adzit, who headed the Adzit Printers' Supply Company, has been identified with the printers' supply business since 1890, having maintained supply houses in both Grand Rapids and Detroit.

MACHINE VIBRATIONS CAN BE SOLVED

A valuable and interesting booklet has been issued by the Korfund Co., Inc., New York City, on *"How to Isolate Machine Vibrations",* copies of which are available on request. "Korfund

"NPJ" ROUND TABLE
(CONTINUED)

is the name of an isolator for all types of machines, not omitting the most serious problems of the printing plant. The booklet shows detail sketches of foundation arrangements which have proved effective in various newspaper, printing and other plants.

CLEANING DEVICE IS MARKETED

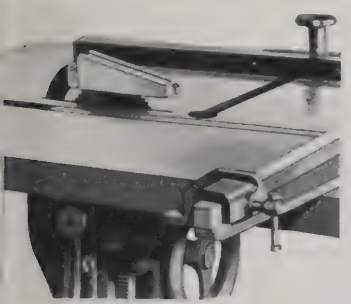
Hobart Bros. Company, Troy, Ohio, are out with illustrated literature announcing the HB Portable Compressed Air Unit, recommending it for use in printing establishments for cleaning presses, cutting machines, folders, etc., and for keeping interior walls clean, bright and sanitary. The device is also designed for painters, factories, garages, etc.

CATALOG OF PRINTERS' TOOLS

No. 25 by the Bullock Manufacturing Associates, Inc., New York City, is notable for its handy size and completely illustrated array of offerings. It is divided into seven parts; Printers' tools and tweezers, special purpose tweezers, hardware, tools for various industries and special printing devices. An entire section is devoted especially to the printing requirements. The company has purchased the Hancock Quoin and effected improvements in the device. George L. Seabury is now New York sales manager.

NEW SAFETY GUARD ON C. & G. SAW

Cheshire & Greenfield Manufacturing Co., Chicago, is announcing "a real safety guard" in connection with its C. & G. Stereotype Saw, calculated to protect and also to better production. "The operator watches his work, not his fingers", is a striking sentence in the announcement. It is declared that the guard makes it impossible for the operator's fingers to come in contact with the saw, either in front or in the rear. The guard curves with the saw. Improvements in the C. & G. tereotype Saw are also announced.



HANDBOOK OF ILLUSTRATED LETTERS

By the Standard Paper Manufacturing Co., Richmond, Va. t includes twelve uses of illustrated letters and includes samles of effective letters used by some of the largest advertisers in ne country. There are many suggestions of value to printers s well as advertisers.

DUPLEX NEW PATENT ANNOUNCED

A patent covering three new principles of printing press nstruction, was recently issued to the Duplex Printing Press ompany of Battle Creek, Mich., assignee. Henry F. Bechman, ice-president and factory superintendent is the inventor and his atent is listed as number 1,569,065 in Washington.

"The object of the invention in the device covered by the atent is three-fold," according to a statement from the press mpany.

"Primarily, to use the words of the patent as issued, it is to rovide a novel printing press construction having printing nits, folding units and feed roller units capable of being arnged in any desired relation, and which press can be enlarged any time by the addition of similar printing units, or lding units or feed roller units, or altered by the changg of relative positions of such units in accord with the owth of the paper without necessitating alterations or addins other than the addition or shifting of the units themlves, the various units being relatively so formed that they are pable of being interconnected in any desired relation, or reranged and interconnected in changed relation to make a press any desired total page capacity or any desired alignment of inting units, folding units and feed roller units.

"By means of this ultimate and absolute standardization of nstruction the rearrangement of the Sextuple unit an Octuple five roll machine, with alteration of relative positions bemes very simple."

SIX NEW LINOTYPE FACES SHOWN

The latest issue of the handsome *Linotype Bulletin* describes e new "International Typographic Council", composed of six

How Much Capital Have You in Standing Forms?

How often have you wished for a simple method that would enable you to free your capital tied up in standing forms?

Well, here's just what you have been wishing for — THE CERTIFIED COLD stereotype process—simple, sensible and inexpensive.

If you have a casting box and a job press, you are equipped to make your own stereotypes and free your capital from standing forms.

You know what that means.

Let us tell you how you can do it—there is no obligation on your part.

THE CRAFTS PRESS, Elwood, Ind., *writes:*

"I appreciate very much the quick treatment with which you handled our order. The mats were delivered in our plant Saturday afternoon, and we made a mat from a form in very short order, with satisfaction to all concerned."

Very truly yours,
THE CRAFTS PRESS,
Ray Striker,
Manager.

CERTIFIED DRY MAT CORPORATION

338 Madison Ave. New York City

For wet mat printing with DRY MAT facility—use Certifieds.

Made in the U. S. A.

Please fill in, clip and mail this coupon →

Date _____

Certified Dry Mat Corp.
338 Madison Ave.,
New York, N. Y.

Gentlemen:

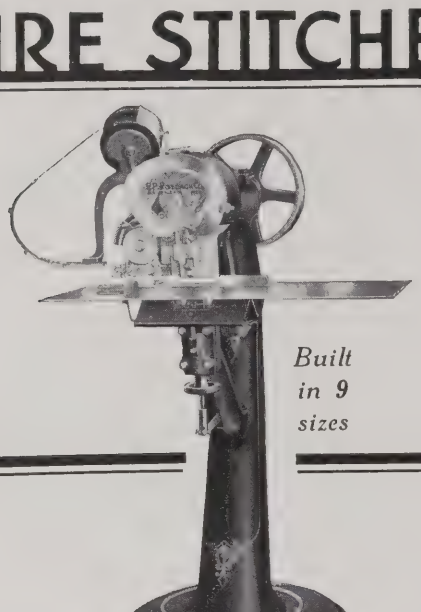
You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

Name _____

Address _____ By _____

Title

ROSBACK
WIRE STITCHERS



Built in 9 sizes

Cuts the Cost of Stitching Booklets and Catalogues!

Your choice of 9 sizes for every variety of booklet and catalogue stitching.

The ROSBACK Wire Stitching can be depended upon to always give full claimed capacity.

Make 'em sit up and take notice. Cut your cost of production with a machine that knows no time out for repairs.

For sale by

F. P. ROSBACK CO.
BENTON HARBOR MICHIGAN

"NPJ" ROUND TABLE
(CONTINUED)

typographers representing the United States and Canada, Grea Britain and Ireland, France, Belgium, Germany, and Italy,— a council organized by the Mergenthaler Linotype Company t direct its typographic policies the world over. Edward F Bartlett, President of the Bartlett Orr Press, New York City and Director of Linotype Typography, is Chairman of the Coun cil. The six new Linotype faces—the first tanglible results o the work of the council—are: Narciss, Baskerville, Astre Garamond, Moreau-Le-Jeune, and Cloister Old Style.

WESTVACO INSPIRATIONS No. 13

This issue of the series will be especially useful for it illustrated page on "Pictorial Composition and Some of It Forms." The printer-artist as well as the pen and pencil arti and the photographer, will find many useful hints, readily dis cernible. *"The Booklet-Salesman"* contains many suggestion for improving design, appearance and value of printed matte designed to sell, whatever the product, service or other item it desired to place favorably before the public.

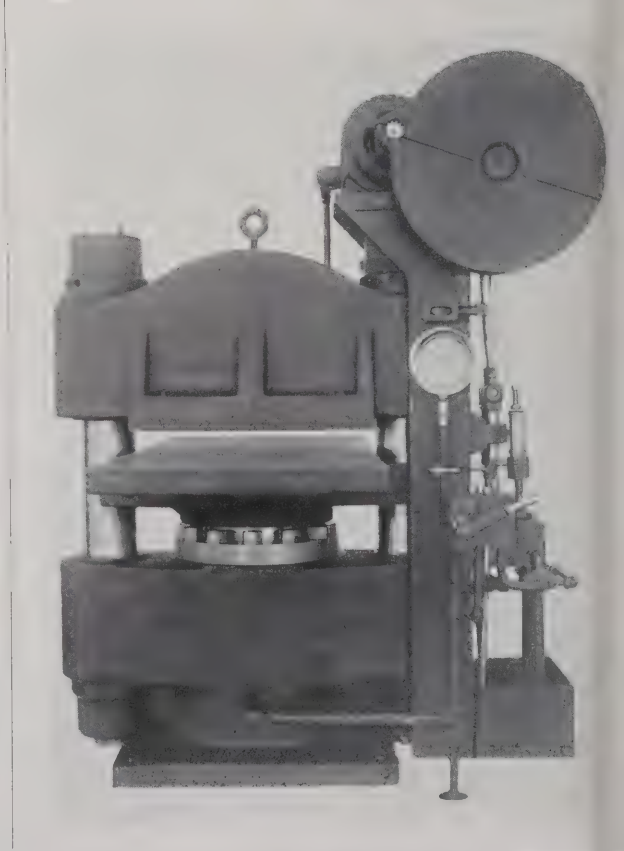
ORTLEB COMPANY EXPANDS QUARTERS

George Ortleb, President of The Ortleb Corporation, fo merly the Ortleb Ink Agitator Company, has leased a two-sto building at 1309 Pine street, St. Louis, Mo. The building remodeled to suit the company's needs for larger office spa and displays rooms. This will enable the firm to engage i business as manufacturers' agents Contracts have been mad to handle articles that will interest printers.

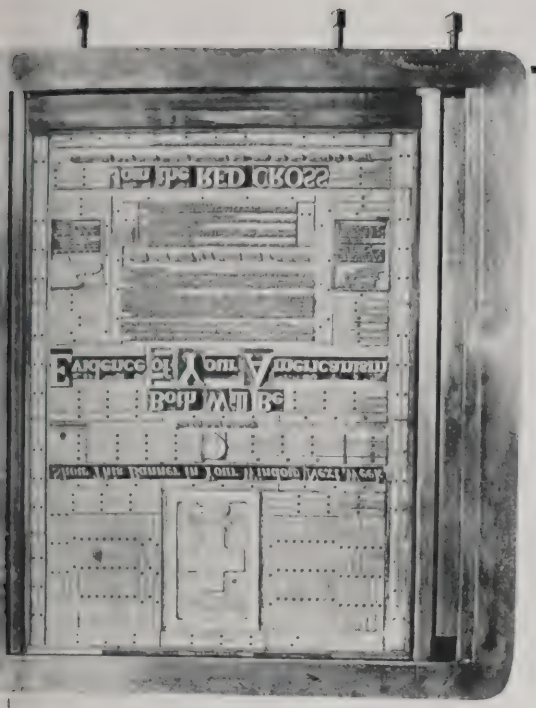
NEWSPAPERS USING NEW DEVICE

A new hydraulic press for molding newspaper matrices ha been announced by Samuel P. Weston, president of the Amer can Birotadruck Company, New York City, which, organize last May, has obained the exclusive North American rights sell and manufacture the machine and press process, a Germa Austrian invention. The company is operating a factory Elkhart, Ind., and orders are now being received and filled.

The machine employs direct pressure on either wet or d mats rather than the roller method, Mr. Weston explained, a the pressure is constant, with no distortion and no slip. In norm



NEW HYDRAULIC MATRIX PRESS
American Birotadruck Co., New York



As used on the Toledo News-Bee

A Page of Space and Base per Hour

that's the average capacity of the

STEVENSON FURNITURE MOLD

Any height desired—Shell Cast (.759″), Ludlow (.765″), Zinc (.856″ or .860″) or any intermediate height. Any size of slug, 6, 12, 18, 24, 30 and 36-pt., — 30 picas in length.

Over one thousand newspapers now use this quick-action Spacing and Basing material.

The Stevenson Furniture Mold can be applied to any slug-casting machine.

ASHTON G. STEVENSON, INC.

859 N. Franklin St., Chicago, Ill.

A. N. P. A. Convention Exhibit in Main Corridor Next to Registration Room.

Mentges Folder Best Machine Used by Publisher in 31 Years of Newspaper Experience

Read this Publisher's Letter—

THE MIDDLEBORO GAZETTE

MIDDLEBORO, MASS.

July 27th, 1925

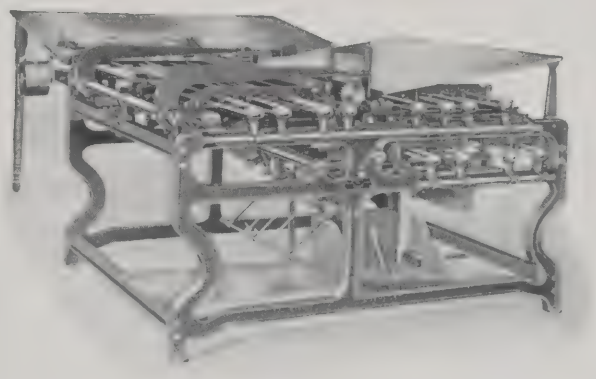
The Mentges Folder Company,
Sidney, Ohio.
Gentlemen:

In February of last year we purchased one of your No. 2 Newspaper and Periodical Folders. We have no hesitancy in saying that in every particular it is the best machine of its kind we have had in the office during our 31 years of newspaper experience.

We have had absolutely no trouble with it. It has required practically no attention save in the matter of adjustment and it delivers the papers in nice condition. We certainly cannot say too much in favor of the Mentges.

Very truly yours,

LORENZO WOOD



Mentges Ideal Newspaper Folder Meets Every Possible Requirement of the Average Country Newspaper.

Write for our Catalog Today.

The MENTGES FOLDER CO.

SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

Johnsonized

A very complete stock of One and Two-Revolution Printing Presses, both of the newspaper and combination job and book machines, in sizes from two pages five column to four pages eight column.

The following are bargains from our small machines, listed for your consideration:

◎ ◎ ◎

12 x 18 Chandler & Price New Series Gordon with complete Miller Automatic Feeder Unit, long fountain, vibrator, counter, Horton Variable Speed Power Pulley and Electric Motor to fit your current, guaranteed to do as good work as any similar new machine, at a price you can afford to pay.

One similar outfit in the 10 x 15 size.

12 x18 Chandler & Price Gordon hand fed presses.

Also 8 x 12 and 10 x 15 sizes, both new and old series.

15 x 21 Golding Art Jobber with long art fountain, counter, etc.

14 x 22 Colts Armory Press, heavy style for printing and embossing, fountain, steel chases, counter, etc.

No. 7 Boston Wire Stitcher with direct drive Motor.

No. 1⅞" 20th Century Monitor Wire Stitcher with Motor.

No. 2 Morrison Box Stitcher.

No. 0 Latham Stitcher 1⅜", flat work only, with direct drive motor.

Model No. 88, 22 x 32 Liberty Folder with Motor, almost new.

Model No. 90 Liberty Folder with Motor.

Eclipse Job Folder, 25 x 38, with Motor.

Omaha Attached Folder, six and seven column quarto.

Rosback Little Giant Combination foot power Punch and Perforator.

Rosback Special Six Multiple Power Punch.

Peerless Foot Power Punch, Multiple.

Southworth single hole foot power punch.

Mergenthaler Linotype Typesetting Machine, Model No. 5.

Complete Printing Outfits furnished.

New Morrison Perfection Wire Stitchers.

Vandercook Proof Presses.

Chandler & Price and Challenge Machinery.

Mentges, Omaha, Liberty and Baum Folders.

◎ ◎ ◎

C. I. Johnson Mfg. Co.

Saint Paul, Minnesota

"*NPJ*" ROUND TABLE
(CONTINUED)

use, the machine will exert a pressure of a ton and a quarter per square inch over a type page.

"Since the pressure is direct", Mr. Weston asserted, "there is no possibility of breaking down the type." In other words, in molding a mat the machine makes an absolute die of the type or photo-engraving. This is very deep and sharp cut, and, as a result, the life of a plate on the press, we estimate, is from 25 to 50 per cent longer than that from an ordinary stereotype plate."

"The time element for matrice-molding is slightly faster than the present method", he declared. "The cost of operation is no greater and probably less, since only a two-horsepower motor is used."

The manner in which the new machine was developed and brought to this country is described by the company as follows:

"Great development in daily newspaper half-tone printing has taken place in Europe. The most effective of these methods is the "Birotadruck" process developed by Max Thiele, a trained newspaper engineer, in charge of mechanical operation of the Hamburg *Nichrichten*. Thiele experimented for ten years to perfect a method of printing illustrations in the daily newspapers which meets the fast time requirements of newspaper work and does not involve fundamental changes in present mechanical practices or modifications on the printing presses. The process was perfected and is now being used in upward of 30 newspapers in Continental Europe. Contracts were closed giving the American Birotadruck Company exclusive rights for the sale and utilization of the process and for the manufacture and sale of the press in North America."

Announcement was received during the past few days that one of the new presses would be set up and in full operation at the A. N. P. A. convention in New York, Waldorf-Astoria, April 19-24. Reports also reach *"NPJ"* that the New York *Times*, which has three of the new machines, is working out the use of the Birotadruck to replace its entire bank of steam tables. Among other installations New York *Herald-Tribune*, Boston *Globe*, Dallas *News*, Cleveland *Press*. Some of these have been completed at this writing.

Associated with Mr. Weston in the enterprise are E. B. Caldwell of the A. B. Caldwell Co., Chicago; C. D. Greenleaf, Elkhart (Ind.) *Truth* and president of the C. G. Conn Ltd., and W. H. Foster of the Foster Machine Co.

NEWS : : : : : : EDITORIAL

CHECK UP YOUR MASTHEAD, HE SAYS

"Stop a minute," warns Louis H. Zimmermann, Burlington (Wis.) *Standard-Democrat*, secretary of the Wisconsin Press Association, in a recent bulletin to members. "Look over the masthead in your latest issue. If it doesn't carry the name and date of your paper, the name of the publisher, the subscription price and the information as to the publication being listed as second class matter, your carelessness is liable to stir up some unnecessary trouble for you."

CALL ATTENTION TO SYNDICATE SELECTION

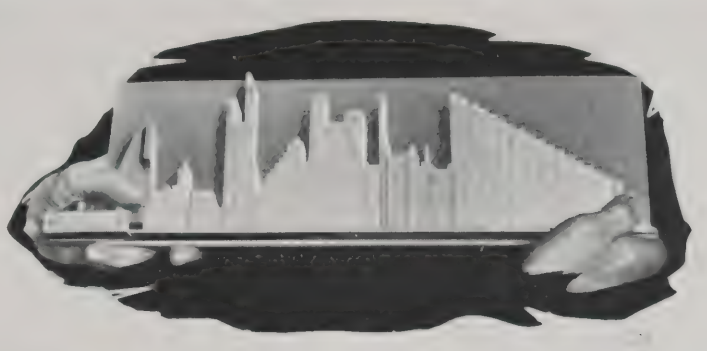
The Committee on Syndicates of the *American Society of Newspaper Editors* (dailies) in its recent annual report stressed dangers to daily papers of indiscriminate use of syndicated material. The report, while not condemning syndicates in general, indicated that there is a tendency to use syndicated features written under prominent names when the quality of the material would not justify its publication. Greater discrimination by editors in the use of this material was urged as necessary to preserve the individuality of newspaper publications.

FIVE THOUSAND STUDENTS; FIFTY SCHOOLS

The study of journalism in universities and colleges since the establishment of the first course in 1905, has increased until now 200 instructors are teaching 5,000 students in 50 schools, according to a survey just made by L. W. Murphy, of the University of Illinois.

Mr. Murphy's estimate by courses is as follows: Reporting, 3,000 students; feature writing, 2,100; introductory courses, 4,500; advertising, 2,700; copy reading, 1,500; history of journalism, 700; ethics of journalism, 650; country journalism 450; law of the press, 450.

(OVER)



SAW YOUR SLUGS AT THE AD MACHINE

Have the slugs all ready for make-up—as pictured—as they leave the machines. Eliminate the detour to the floor saw.

What It Saves

Attach a Mohr Lino-Saw to each ad machine. By that one move you

1—Save all the time formerly used to saw slugs to length at the floor saw.

2—Stop the congestion at the floor saw when many men are waiting to use it.

3—Speed up the making of corrections—they come from the machine sawed, ready to be put into waiting form.

Also Aids the Operator

And you have not placed any additional burden on the operator—because "A Turn of the Dial" sets the saw, the left hand vise-jaw and the assembler of the Linotype to exactly the same measure.

Instead of the Linotype operator making two operations separately and a hand man making a third at the floor saw, the Linotype operator now makes just one, the hand man none. This one operation takes the operator less time than it used to take him to set the vise-jaw alone.

Users Enthusiastic

Is it any wonder that Mr. A. C. S. White, foreman, the Terre Haute Tribune, says: "It is my positive conviction that Mohr Lino-Saws are the most efficient devices ever invented for use on Linotypes for advertising composition."

And Mr. White isn't alone—hundreds of composing room and front office executives are equally enthusiastic about the savings of their Mohr Lino-Saws.

A turn of the Dial Mohr Lino-Saw Does it

TRADE MARK

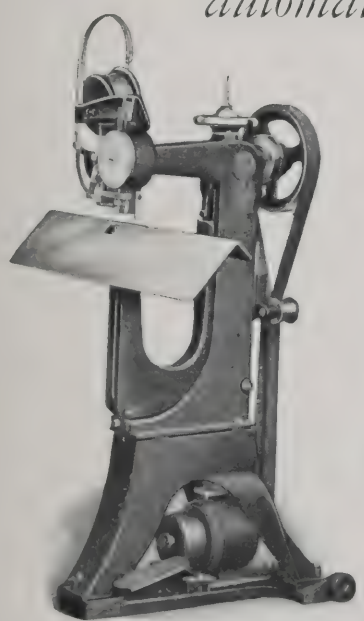
You owe it to yourself to write for full details

MOHR LINO-SAW CO. 564-570 W. MONROE ST. CHICAGO

Turning the handwheel to gauge the thickness of work automatically adjusts all parts—a feature of the

No. 3 Boston Stitcher

The same principle applies to all other Boston models



No. 3 Boston Wire Stitcher with Motor Attachment

No. 3 Boston Stitcher handles flat and pamphlet work, stitching a full half inch in thickness. It is the simplest of all wire stitchers, has combined flat and saddle table, operates at high speed and produces an unrivaled quality of work

WIRE NO. 30 TO NO. 25 ROUND AND 21x25 FLAT IS USED ON THE NO. 3 BOSTON

General Selling Agent

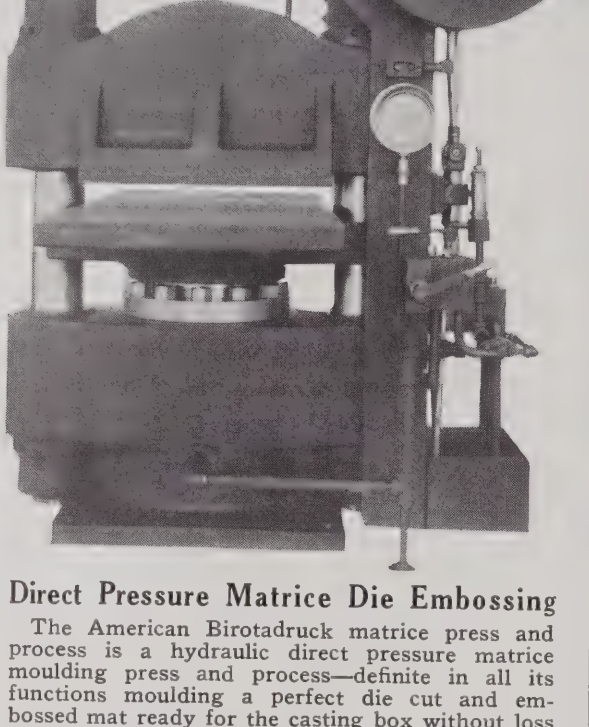
American Type Founders Company

Sold also by Barnhart Brothers & Spindler
and in Mexico and South America by National Paper and Type Company

BIROTADRUCK

(Bi-rota-druck)

Hydraulic Matrice Press and Process



Direct Pressure Matrice Die Embossing

The American Birotadruck matrice press and process is a hydraulic direct pressure matrice moulding press and process—definite in all its functions moulding a perfect die cut and embossed mat ready for the casting box without loss of time. Through the Birotadruck method pressure on the machine is under complete control, without slip, drop or vibration and may be maintained indefinitely.

No More Crushed Type or Blurred Pages

Any desired pressure may be obtained without injury to type or illustrations. Under the Birotadruck process half tone illustrations are embossed and the matrice die sunk simultaneously with the moulding operation. The plate cast in the casting box carries a mechanical reproduced embossing, sinking the high lights and raising the deep tones on half tone photo engravings, thus securing the same effect on rotary printing presses as obtained by underlaying cuts and overlaying tympan on flat bed and offset presses.

No Change in Equipment

There are no changes necessary on presses, stereo or other equipment. The Birotraduck Matrice Press and Process takes the place of Matrice Rolling machines and adds refinements and features not heretofore available in matrice moulding.

Either wet or dry mats may be used with full success.

Installations have been made on the plants of the New York Times (three machines), New York Herald-Tribune, Boston Globe, Dallas News, Cleveland Press and machines are being built on orders from other metropolitan newspapers.

For sample of pages produced under actual working conditions and other information, address

AMERICAN BIROTADRUCK COMPANY, Inc.

Suite 1202

120 West 42nd St. New York City

"NPJ" ROUND TABLE

(CONTINUED)

In addition to these courses, students are enrolled in cours in editorial writing, critical writing, agricultural journalis the teaching of journalism, publicity, and public opinion.

More than 50 professional courses and schools of journalis are operating today, says Mr. Murphy, as compared with a proximately 85 schools of medicine and 130 schools of law.

GETTING THE READERS TO READ

In addition to publishing the customary "boxes" on page and in other places, referring to "tomorrow's features," t Boston (Mass.) *Christian Science Monitor,* with internation circulation, has been running 2-column boxes on inside pag daily, which ask questions based on the previous day's ne in the paper. Here is a set of questions printed one day r cently, followed by the lines, "These Questions Were Answer in Yesterday's Monitor":

(1) *Who said, "As a Nation we fiddle while the fores burn?"*

(2) *Company drops in. How would you make a tin-c salad?*

(3) *What special training is industry providing college me*

(4) *What large city has granted land for the erection steel houses?*

(5) *How can tarnished silver be cleaned without polishing*

(6) *What did a convict do for the child who lost her Chris mas money?*

KEEPING CORRESPONDENTS INTERESTED

The *Country Publisher*: "One of the most successful meth ods of cementing the loyalty of correspondents is that of ru ning a cut and a brief biography of one correspondent in eac issue. Besides its primary purpose, this furnishes an interes ing feature for the paper.

Another method which has been found successful is that running a personal column just for the correspondents in whic each one is commended for some feature that was exceptionall good."

YES, and THROUGH the EDITOR'S "WEAKNESS"

Says an editorial in the Louisville (Ky.) *Insurance Fiel* especially noted among trade papers for *not* soft-soaping ad vertisers: "Professional athletics owes a vast debt to insuranc Rarely does an important crisis arise in the realms of fistian racing, baseball-dom, fiddling, or aesthetic dancing—if athletic can be stretched to include those last two—without bringin forth a veritable epidemic of sporting news telling how th participants are protected, for the benefit of their manager and press agents, against the things that might happen t them.

"Mlle. Dansante's nether extremities are covered by insur ance, which is intangible and not, of course, visible to the en thusiastic observer. Signore Pizzicato insures his right wrist an the fingers of his left hand. Accident policies are written o near victorious ball teams, whose star bambini are plastere all over with life contracts. Thoroughbreds are insured as th owner's interest may appear. No doubt Champion Dempsey' new synthetic break is fully covered by U. & O., while opinio differs as to whether Challenger Harry Wills should carry un employment or old age insurance, or both.

"All this adds to the gaiety of nations, piles up newspape publicity, brings shekels to the box office and sometimes arouse feelings of belief among informed people. So why is 'Red Grange absent from the great chorus? Is it because footbal fails to fit into the cosmic scheme of athletic achievement in surance-wise; or because Manager Pyle, being new to th game, has not yet learned of the advertising advantages accru ing from complete coverage—even though the policy is not ye applied for and may never be issued?

"Maybe he is saving his insurance publicity until the glory of 'Red's' entering the professional football, professional testi monial-writing and semi-pro movie fields, is dimmed. Then ladies and gentlemen, see the value in lavishly announcing tha Grange has insured his feet for $1,000,000 each!"

SIGMA DELTA CHI ELECTS EDITORS

In many states, the *Sigma Delta Chi* is electing successful and prominent newspapermen to associate memberships in this fraternity of professional journalism which has chapters in all

The Goes Bordered Blanks Are Real "Printers' Helps"

Every Business House in town is a prospect for

Goes
Art Advertising Blotters

Write for Samples

because they help printers to produce high grade printed products quickly, easily, and economically. They facilitate the production and enhance the appearance and value of Membership Certificates, Licenses, Permits, Guarantees, Warranties, Charters, Lodge Passes, Commissions, Coupons of all descriptions and thousands of other varieties of printed matter.

The Goes Bordered Blanks will help Printers to open new business channels and to secure better prices and longer profits for their work.

The Goes Bordered Blanks have been especially designed for type overprinting. They are lithographed in rich appropriate colors. The assortment includes 100 styles ranging in size from 2¾ by 6¼ ins. to 17 by 22 ins. —something for practically every conceivable purpose.

Samples and prices will gladly be furnished upon request.

GOES LITHOGRAPHING COMPANY, 47 W. 61st St., CHICAGO

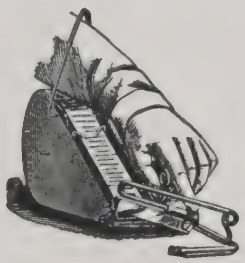
Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1925.

AMERICAN EMBOSSING CO.
192-96 Seneca Street BUFFALO, N. Y.



THE ROBERT DICK MAILER

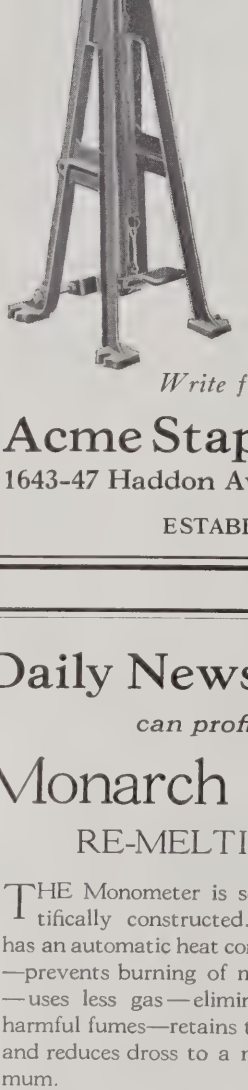
Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

THE ACME

No. 6½ Staple Binder



A Most Efficient Binder for Printers. It Is Compact, Reliable and Rigid.

This machine binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire. It has a straight downward pedal stroke, and the only adjustment necessary is for different degrees of work. It also has a ten inch reach for the insertion of work. Staples are packed 5,000 to the box.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894

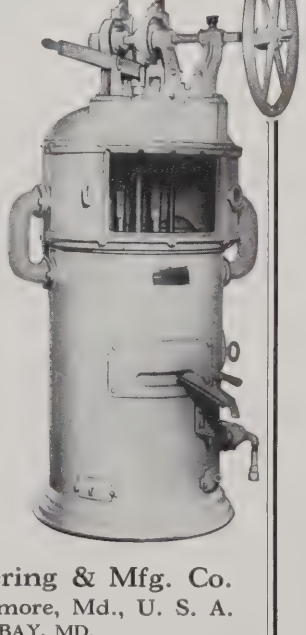
Daily Newspaper Plants

can profitably install

Monarch Monometer

RE-MELTING FURNACE

THE Monometer is scientifically constructed. It has an automatic heat control—prevents burning of metal—uses less gas—eliminates harmful fumes—retains tin—and reduces dross to a minimum.



Ideal Furnace for Newspaper Plants

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.

1206 American Bldg., Baltimore, Md., U. S. A.

WORKS, CURTIS BAY, MD.

"NPJ" ROUND TABLE

(CONTINUED)

the larger colleges and universities and also alumni chapters in some of the large cities. Recently five Wisconsin editors were so honored. The following have been elected in the State of Washington: Stoddard King, columnist on the Spokane *Spokesman-Review;* Royal Brougham, managing editor on the Seattle *Post-Intelligencer;* G. W. Hopp, owner and publisher of the Camas *Post;* J. M. Stoddard, owner and publisher of the Waterville *Empire Press;* Henry Rising, editor of the *Spokane Daily Chronicle.*

PRODUCTION ANGLES

REBUILDINGS; NEW HOMES; ADDITIONS.

Banning (Calif.) Record—In new building.
Barstow (Calif.) Printer—In new building.
Taloga (Calif.) Times-Advocate—To build.
Moline (Ill.) Dispatch—Installing $70,000 plant equipment.
Morton (Ill.) Johnson Printing Co.—In new building.
Michigan City (Ia.) News—In new home.
Rensselaer (N. Y.) Independent—To build.
Ashtabula (O.) Star-Beacon—Erecting new home.
Pittsburgh (Pa.) Press—Building home.
Lenoir City (Tenn.) News—In new building.
Aberdeen (Wash.) Daily World—To build.

NEW NEWSPAPERS, OFFICES, PLANTS

Sitka (Alaska) Progress.
Escalon (Calif.) Times.
Modesto (Calif.) Tribune—Oscar H. Neil.
Washington (D. C.) The United States Daily.
Earlville (Ia.) Review.
Bazine (Kans.) Advocate.
Houston (Mo.) Republican—A. H. Hollenbeck.
Camas (Mont.) Hot Springs Exchange—Weekly.
Blue Springs (Neb.) Bee—C. L. Peckham.
Long Island (N. Y.) Post—Weekly.
Richardson (N. D.) Stark County Star—Edward Carvell.
Bristow (Okla.) Free Press.
Enid (Okla.) Daily Times.
Ponca City (Okla.) Kay County Times.
Garrrison (Tex.) Gazette.
Spring Valley (Wis.) Spring Valley Monthly.
Blaine Lake (Sask.) Echo.

IMPROVING THE PRINTING PLANT

Here is a seasonable reminder for the spring of the year, taken from *The Printers' Album* of the Challenge Machinery Co., appearing under the authorship of Frank Lobart:

The printing plant is like one large machine, and like any machine, it should have an "overhauling" at frequent intervals to bring it up to proper efficiency.

Some printers make the mistake of allowing their plant to run-down physically, and even to deteriorate, before giving it the proper attention for repairs. This oversight may be due to a long busy season, or to the fact that executives in charge of the plant fail to ask for minor repairs to equipment as they are discovered. That old adage, "a stitch in time saves nine," is as true today as it was when first said.

It is a comparatively inexpensive proposition to have repairs and improvements made in a printing plant immediately as they are needed.

Ofter, by installing a limited amount of labor-saving equipment, or by adding some improved machinery to that already in his plant, the employing printer can cut down his overhead expense and at the same time **increase production.** One interesting example of this is offered as follows:

For many years past a mid-western printer had been operating a medium-size shop without having had noteworthy improvements made in it. Eventually came a time when he was given an opportunity to produce a number of large orders for direct mail advertising literature (including an order for an illustrated catalogue to be printed in colors), and only then did he realize that his plant was not properly equipped for such work.

First of all, he called in the manager of a well-known printers' supply house; asked him to study the defects in the plant, and to suggest the most desirable improvements. Within a few hours' time he gave the printer a written report. Acting upon these suggestions, the printer first arranged for the acceptance of the important orders in question, but with the understanding on the part of the customer that the work would not be delivered until a certain specified time. The customer was a personal friend, and he readily agreed to this arrangement.

We have space here only to give a brief account of the improvements referred to: (1) All of the presses and other machines already in the plant were repaired, worn parts of certain machines being replaced by new ones. (2) The new mechanical equipment installed consisted of a new, medium-size cylinder press, one automatic job press, one power paper cutter, and a wire-stitching machine. (3) The composing department was re-arranged like one in a large printing plant, (but to a more limited extent), and the new equipment included a new-style imposing table with a semi-steel surface, a new proof-press, all-steel galley cabinets, (for the storage of standing matter) several new type faces in complete series, and a well-selected assortment of labor-saving iron furniture.

Minor improvements other than those mentioned were also made, and the entire equipment of the plant was arranged in such a manner as

WILL MAKE MONEY FOR YOU

WETTER

NUMBERING MACHINES

BOSTON MODEL

Boston Model, 5-Wheel $16.00
Boston Model, 6-Wheel $18.00

Can be "looked" in the form the same as type and sometimes with type enabling you to Number and Print at one operation.

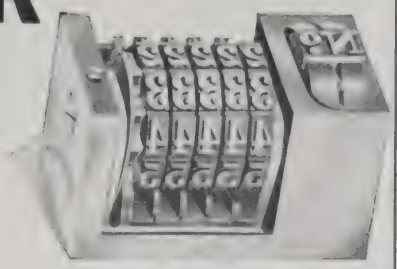
Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

You Cannot Afford to be Without Them

ALL DEALERS SELL THEM



NONPAREIL MODEL

Nonpareil, Model, 5-Wheel, $11.00
Nonpareil Model, 6-Wheel, $14.00

Wetter Numbering Machine Co. Atlantic Ave. and Logan St. Brooklyn, N. Y., U. S. A.

GILBERT

18 87 MW

Quality Papers

Gilbert Paper Company
Menasha, Wisconsin

SELLING AGENTS FOR

Electric Welded Chases

Proof Presses
Vandercook Proof Presses
Perforating Machines
Ortleb Ink Agitators
O. K. Paper Cutting Knives
Folding Machines
Punching Machines
Perfection Quoins
Wire Stitchers
Paper Cutters
and other Press and Composing Room Equipment

DEALERS IN

New and Rebuilt Cylinder and Job Presses and Book Binding Machinery

J. Ruesch Prtg. Mach. Co.
MILWAUKEE, WISCONSIN

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE
RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND
DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES
MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES
SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

The mark of a good classified medium is the fact that it keeps getting better

THE BASIL L. SMITH SYSTEM, INC.

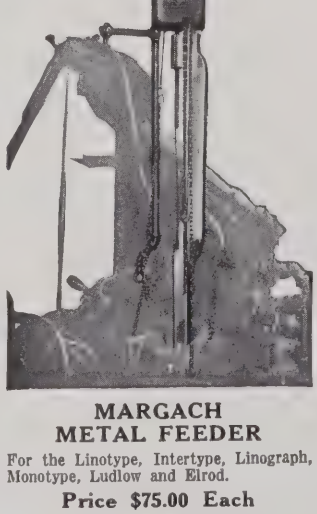
International
Classified Advertising Counsellors

Packard Building **Philadelphia**

Don't "Try" Another Feeder When You Know

The Margach

Will Make Good



MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince You

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

"NPJ" ROUND TABLE
(CONTINUED)

to provide for **straight-line routing** of all work, from the business office to the shipping-room.

To have and maintain a first-class plant it is not necessary for the employing printer to invest every dollar he earns in new equipment, but when he learns by facts and figures that certain new equipment could be installed to great advantage, he should not hesitate about putting it in. Any machine, device or material used in printing which is known to be a time and labor saver should always be regarded as a profitable investment rather than an "expense."

The following suggestions are offered for keeping the equipment of a modern printing plant in the best of working condition:

A new cylinder press, platen press, automatic jobber, paper cutter, or folding machine ought to be oiled at least twice a day (morning and at noon-time before starting work). In the case of a new high-speed machine, like an automatic job press, for example, it would be well to oil the machine three or four times a day. The older machines in a plant should be oiled every morning, and even these could have a second oiling to advantage after the luncheon period.

When composition rollers for any style of press are to be recast, it is always a good plan for the pressman to examine the stocks to learn if the ends of them are too much worn. If the ends of stocks are found much worn, new stocks should be ordered.

Worn gudgeons for rollers on job presses are often the cause of trouble, and the only practical remedy is to order new gudgeons to replace those that are so worn as to "wabble" loosely on the ends of stocks. The stocks for some makes of platen presses are fitted with a stay-pin at each end, and the gudgeons for this type of stock are grooved or slotted inside to set firm on the pin. In time the pins in the stocks may wear down or work out of them, and in such cases the stocks should be refitted with new pins.

When the roller sockets on a cylinder press become badly worn, serious trouble is likely to occur in presswork, particularly halftone and color-work. Worn sockets will cause the form rollers to "wabble," or to take on an unsteady motion when passing over the surface of the form. This defect can be overcome by having the worn sockets reamed and fitted with new bronze bushings. The new bushings will make the rollers set firm and thus enable them to apply an even film of color to the entire surface of a form.

Paper cutting machines should always be kept clean enough to cut the most expensive kind of white stock without soiling it. Every paper cutter should be kept accurately adjusted so that every "lift" of stock will be smoothly cut clean down to the bottom sheet, and so that piles of paper may be cut square and true on four sides. Every paper cutter should have as standard equipment a number of extra cutting knives, and there should be at least two newly-sharpened knives always ready for each machine. A dull knife will increase strain on the machine as well as cause defective cutting.

In the composing-room, new type should never be mixed with worn type, as this would cause waste of time in make-ready, and in the case of electrotyping a form, would result in a defective electrotype. When additions are to be made to a worn font of type, order a light weight font instead of "sorts," and place the new font in a separate case. The new type can then be used for the best printing, while the worn type of the same face and size can be employed for ordinary work.

The productive capacity of any composing-room can be increased to a remarkable extent by having it equipped with large quantities of leads, brasses, slugs, quads, labor-saving iron furniture, etc. Without ample supplies of spacing material it is not possible to obtain the maximum of production, even with exceptionally large quantities of type.

COMMUNITY BUILDING

NEWSPAPER ENTERPRISE a la 1926

The Tuckahoe (N. Y.) *Eastchester Citizen-Bulletin* succeeded with a rather unusually large "order" of community service, which it planned and carried through, March 15-20, under the name of "Boost Tuckahoe Week". It obtained two hours on the air through WEBJ on March 17, for a program of local talent. Speeches were given by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, who is village president of Tuckahoe; F. P. Close, chairman of the Westchester County Board of Supervisors; and Captain Walter Archer Frost, playwright and author of "Cap'n Smoke". The publisher of the *Eastchester Citizen-Bulletin* is Major C. E. Lovejoy, also publisher of the Bronxville (N. Y.) *Press*. The Booster week and radio night was handled mainly by Guy A. Stewart, Jr., assistant editor of the *Citizen-Bulletin*.

SMALL-TOWN WEEKLY AIDS CRIPPLE

The Ripon (Wis.) *Weekly Press* circulated a popular subscription paper and obtained enough money to buy a radio receiving set to be given to Mrs. Lillian Nott, a bedridden cripple of Ripon. After the first few signatures the list was published in the *Press*. The rest of the fund was raised in the next day.

SETS UP POLICY ON AGRIC NEWS

The Policy of Green Bay, (Wis.) *Press Gazette* in handling agricultural news as outlined by John K. Kline, the editor-in-chief, is to make it include both local news and features, an

HOWARD LEDGER HOWARD ENVELOPES HOWARD LAID BOND

HOWARD BOND

WATERMARKED

Howard Bond is particularly adapted for letterheads, billheads, and all office forms
Its high quality combined with its moderate price makes it popular the country over.
Compare It! Tear It! Test It! And You Will Specify It!

New York Office
280 Broadway

Manufactured by
THE HOWARD PAPER CO.
URBANA, OHIO

Chicago Office
10 S. LaSalle St.

A Press Proof from a Proof Press

Vandercook Rigid Bed
Composing Room Presses

"Used where quality and speed in taking proofs and limited edition work are most needed." This fact is most emphatically established by the list of users — we refer to the recognized leaders in the typographic arts.

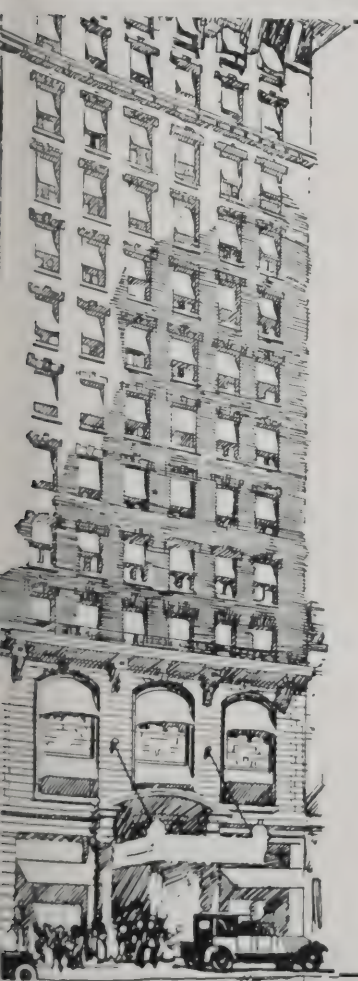
VANDERCOOK & SONS
Originators of the Modern Proof Press
1716-22 W. Austin Avenue Chicago, Ill.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.



Hotel Brevoort

Madison Street—East of La Salle
CHICAGO

In the Heart of Downtown Chicago

Here at this famous downtown hotel you can enjoy the fullest measure of comfort and convenience, amid cheerful surroundings, at moderate cost.

And in the Brevoort's Main Restaurant and the Old English Grill you will find a quality of food and service unsurpassed in all Chicago.

The Brevoort is convenient to principal stores, banks, theaters, office buildings and all classes of transportation.

Rooms with bath, $3.50 and up

E. N. Mathews, *President* R. E. Kelliher, *Manager*

THE VIEWPOINT OF THE ADVERTISER

From the advertiser's standpoint there is NO substitute for CIRCULATION. Neither ambiguous claims nor equivocal arguments can detract from the truth of this assertion. On the other hand it is given universal corroboration by national advertisers, who select the media which reach the greatest number of readers.

IF YOU HAVE CIRCULATION PROBLEMS WE CAN HELP YOU

$255,137 CASH SUBSCRIBERS **51,076**

Represents the business secured by this organization in our last 35 campaigns—

COAST TO COAST SERVICE

WRITE *"21 years doing one thing well"* WIRE

PACIFIC COAST CIRCULATION SERVICE

Bell Block Cincinnati, Ohio

SELF-FINANCING SUBSCRIPTION CAMPAIGNS

Daily Newspapers Need the

ROCKAWAY

Automatic Space Band Cleaner

The ROCKAWAY Automatic
Will Clean Your
Linotype and Intertype Spacebands
Faster, Better, More Economically
Than It Has Ever Been Done Before.
It Applies Graphite in Just the Right Quantity.

Machine Sent on Ten Days Trial

The Rockaway Co.

3508 Grand Avenue Milwaukee, Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

articles of a general character which might be regarded as educational.

"While we run an agricultural section practically every night," says Kline, "It is our purpose to develop this considerably. One of the things we intend to do is to issue regularly each week a special farm edition in tabloid form.

The editor states that the paper is giving increased attention to the agricultural idea because he believes: (1) it gives a better balanced newspaper, (2) it is the best means of holding rural circulation, and (3) the farm subscribers are entitled to this service.

The rural circulation of the Green Bay paper is about 5,000 subscribers. Since opening the columns to agriculture and giving better farm news reports a steady and noticeable growth in circulation has been noted. It is Kline's impression that business men are reacting very favorably to agricultural news.

BETTER CIRCULATION

DOINGS ACROSS THE BIG POND

Newspaper publishers of Berlin, Germany, according to a cable in the Boston (Mass.) *Monitor* have adopted a unique way of attracting the attention of the public and making it easier for the hurrying passer-by to find the man or woman selling the newspaper he wants to buy. For this purpose they furnish their newspaper venders with special caps. The men selling the Berliner *Lokal Anzeiger,* for instance, have high blue caps, while those selling the *Vossische Zeitung* have yellow ones. The *Lustige Blaetter,* a comic magazine, is sold by serious looking men in high gray top hats with fantastic brims. Now the *BZ am Mittag,* Berlin's most popular noonday paper, has gone a step further, and has furnished its venders with a short raincoat of dark green with a yellow border, which will come in very handy when it snows hard. It is difficult to foretell where this method of advertising may lead; perhaps the next move will be to furnish the venders with a complete suit.

NEWSPAPER SOLD IN COMBINATION

The Board of Directors of the Audit Bureau of Circulation has adopted unanimously the following as an addition to the rules already existing to define a "subscriber":

"Where two or more daily or Sunday newspapers are distributed together, if the circulation of either is to be certified as paid the price charged for the combination shall be, in the case of single copies of dailies, the highest advertised price of the highest priced paper in the group, plus not less than one cent for each of the additional papers.

"In the case of single copies of Sunday papers the price charged shall be the highest advertised price of the highest priced paper, plus not less than 20% of the price of each of the other papers.

"For carrier subscriptions, the price charged shall be the highest advertised price of the highest priced paper for such subscriptions, either in the city of publication or outside of it, plus not less than 10% of the advertised price of each of the other papers; for mail subscriptions, the price charged shall be the highest advertised price of the highest priced publication in the respective territories served, plus not less than 10% of the advertised price of each of the other papers."

CANADIANS DISCUSS U. S. IMPORTATIONS

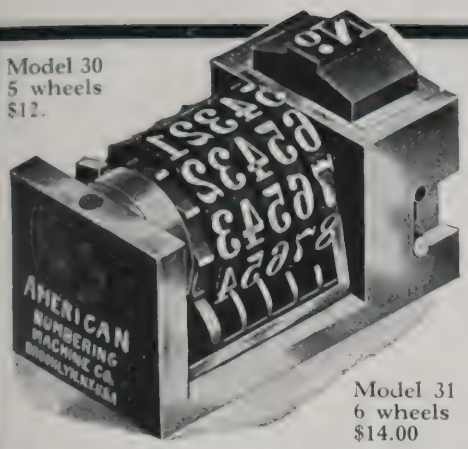
Canadian publishers and printers are agitating the questions involved in the extensive circulations of publications originating in the United States and circulated in the Dominion. The following paragraphs are taken from a recent article circulated among Canadian publishers, under the name of W. F. Harrison, manager of the Canadian National Newspapers and Periodicals Association:

ACCORDING to figures issued by the Dominion Bureau of Statistics, the value of foreign magazines, newspapers and other periodicals imported into Canada has risen from $881,621 in 1912 to $2,775,885 in the fiscal year 1924-1925.

Figures for the calendar year 1925 are not yet available, but data for the first eight months of last year show a continuation of the steady increase in importations, which has been registered year after year.

The figures quoted are based on the wholesale price, declared by the shipper on wholesale importations, and do not include individual copies sent in by mail.

The increase in the number of magazines is even greater than the



Model 30
5 wheels
$12.

Model 31
6 wheels
$14.00

1200% Per Year

For Printers Investing $24 in Two 5-Wheel Typographic

American Numbering Machines

The demand for numbered jobs increases daily—Number while you print —Save the entire cost of numbering

A few fair size jobs totaling 50,000 numbers per month earn $25 —12 months $300.00—

Per 1200% Year

A profit that no printer, large or small, can afford to overlook.

In stock and for sale by all branches of American Type Founders Co. and printing machine dealers.

AMERICAN NUMBERING MACHINE COMPANY
SHEPHERD AND ATLANTIC AVES., BROOKLYN, N. Y.
Branches: 123 West Madison Street, Chicago, Ill. Blackfriars House, New Bridge St., London, Eng.

Specify AMERICAN when ordering

BAUM
FOLDERS

Cut Hand Folding Costs
90%

Write for particulars to

RUSSELL ERNEST BAUM
Philadelphia, Pa.

TYPES
THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶ We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler
SUPERIOR PRODUCTS since 1868
Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

Colored and Black
INKS
for Every Purpose

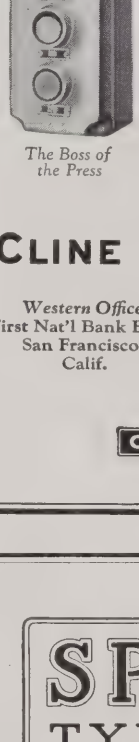
FAMOUS
GRITLESS NEWS
for Every Style of Press

Service From Fourteen Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATI, OHIO
CHICAGO, ILLINOIS
BOSTON, MASSACHUSETTS
KANSAS CITY, MO.
DALLAS, TEXAS
MINNEAPOLIS, MINNESOTA
ST. LOUIS, MO.
PHILADELPHIA, PENN.
ROCHESTER, N. Y.
DETROIT, MICHIGAN
KALAMAZOO, MICHIGAN
INDIANAPOLIS, INDIANA
BIRMINGHAM, ALABAMA
NASHVILLE, TENNESSEE

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

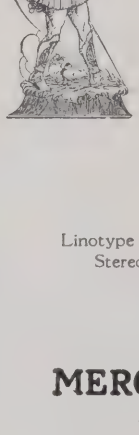
Western Office First Nat'l Bank Bldg. San Francisco, Calif.

Main Office Conway Bldg. 111 W. Washington St. Chicago

Eastern Office Marbridge Bldg. 47 W. 34th St. New York

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM — CLINE WESTINGHOUSE

SPARTAN TYPE METALS



THE PRINTING WORLD RECOGNIZES THE SUPERIORITY OF SPARTAN AND WE RECOGNIZE OUR RESPONSIBILITY

For

Linotype Typograph Ludlow Monotype Stereotype Autoplate Compositype

All Special Feed Bars

MERCHANT & EVANS CO.

PHILADELPHIA

Since 1866

"NPJ" ROUND TABLE

(CONTINUED)

figures indicate because the price of several of the "best sellers" has been reduced during the period under review.

40,000,000 Magazines Annually

Twenty-five United States publications alone—out of a total of over 300—have a circulation in Canada of 20,000,000 copies a year and the total circulation in Canada of United States magazines is over 40,000,000 copies annually.

Staggering figures! For every copy of a magazine printed and produced in Canada, eight copies of United States magazines are imported.

That isn't all, however, for to this figure must be added the United States daily and week-end newspapers which are flooding the country. Between 15 to 20 million copies of such newspapers enter Canada annually.

So that together the United States magazines and newspapers imported into the Dominion reach the huge total of 60,000,000 copies annually, in other words, over 1,000,000 publications or pieces of propaganda for United States products and standards are being dumped into the Dominion every week of the year—a piece for every English speaking family.

How long would the United States permit such a state of affairs to continue if the conditions were reversed?

Allowed in Duty Free

And such publications and the advertising in them are allowed into Canada free of duty. The materials which enter into their production, however, if imported in any other form, would be subject to duty: paper at 25-35 per cent., ink at 20 per cent., engravings at 20 per cent., art work at 22½ per cent., machinery at from 10-25 per cent., advertising at 15 cents a pound, and, if imported as books or pamphlets, dutiable at 10 per cent, and so on.

While it is a fact that Canadian publishers buy their raw material in Canada, they have to pay prices that are practically equivalent to the United States prices plus the tariff and import sales tax, so that they pay the tariff or its equivalent, wherever they purchase their materials.

In effect, this means that United States and foreign manazines are protected by Canadian legislation to the detriment of the Canadian product—an unfair condition.

Is it any wonder that with such handicaps Canadian publishers find it almost impossible to compete with the flood of foreign periodicals, swamping the country, which have circulations in the United States of from 100,000 to 2,500,000 copies weekly and can easily run off 10,000 to 100,000 extra copies for the Canadian market at little extra expense?

Such conditions make it advantageous for a Canadian publisher to establish a plant in Buffalo or Detroit, employ United States labor and ship his publication into Canada to be mailed, thus robbing Canadian labor of its rights and the government of the duty on unprinted paper; or in other words, a carload or more of printed magazines could be brought in duty free on the same train as that carrying a carload of blank paper, on which duty would be payable.

The discontinuance, within a few years, of such Canadian publications as Canada Weekly, Canadian Courier, Woman's Century, Pictorial Review, Listening Post, Everywoman's World and other publications, out of a relatively small list, is proof of the handicaps under which Canadian publishers labor.

The injurious effects of importations of foreign literature are wide enough to fill a book and can only be dwelt on briefly here. They are obvious enough, however, to need little elaboration. The most important, from a national viewpoint, is the breaking down of Canadian spirit and sentiment.

The heavy influx of United States and other magazines and newspapers is doing much to denationalize Canadians.

The ever-growing emigration of Canadian citizens is also, in part, attributable to the propaganda, unintentional though it is, regarding United States conditions and opportunities which fill these magazines —some of which are devoted entirely to stories of individual and corporate success, and all of which are quite naturally strong boosters for their own country. Newspapers entering Canada carry columns of advertisements, quoting wages that to the uninformed look enticing.

The result is that readers want to go where they think life is more enjoyable and employment easier to get.

Manufacturers Affected

Canadian manufacturers are directly affected. On the average, United States publications are more than half filled with advertising. Over 25,000,000 lbs. of advertising come into Canada each year in these publications. When it is realized that the 60,000,000 copies of United States newspapers and magazines, entering Canada duty free, carry over 4,400,000,000 pages of advertising, a good idea of the colossal volume of the propaganda for United States products, coming in through this channel and directed at the Canadian public, is obtained.

Again, it seems pertinent to ask how long would United States business men allow their government to permit such a handicap to continue?

STATEMENT of ownership National Printer-Journalist (Published monthly at Milwaukee, Wis.) as of April 1, 1926 Management. Publisher, H. A. Apple, 790 Farwell Ave.; Editor, H. A. Apple, 790 Farwell Ave., Managing Editor, John L. Meyer, 1157 Murray Ave.; Business Manager, P. C. Treviranus, 740 Maryland Ave.; Advertising Manager, F. L. Goulston, 1389 Downer Ave., Ownership Trade Press Publishing Co., Inc., List of stockholders holding 1% or more; H. A. Apple, 790 Farwell Ave., Milwaukee, Wis.; R. M. Apple, 790 Farwell Ave., Milwaukee; F. L. Goulston, 1389 Downer Ave., Milwaukee, Wis.; P. C Treviranus, 740 Maryland Ave., Milwaukee, Wis. Known bond holders, mortgagees, etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 22nd day of March, 1926. B. H. Boettcher, Notary Public. My commission expires March 20, 1927.

ATIONAL PRINTER JOURNALIST

PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

A DROP OF INK

THIS drop of ink Chance leaves upon my pen,
What might it write in Milton's mighty hand!
What might it speak at Shakespeare's high command!
What words to thrill the throbbing hearts of men!
Or from Beethoven's soul a grand amen!
All life and death in one full compass spanned!
What words of truth it holds beyond one's ken—
What law, undoing science with a breath!
But, mockery of life's quick-wasted lot—
Dropped on a virgin sheet 'tis but a blot!

JOSEPH ERNEST WHITNEY.

MAY, 1926
Number 5 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

For plants of any size

Control!

that increases press output

Full push-button control at the p man's finger tips, putting every a of the press immediately under his for positive automatic operation, inates uncertainty—cuts down the ning time—and spells the speed efficiency demanded in the mo newspaper plant.

Editorial deadlines set as late as possible to scoop the latest news! Production time at the mechanical end reduced to an absolute minimum! If ever reliable equipment was vitally important most certainly it is in the newspaper pressroom.

The publisher whose presses are equipped with Cutler-Hammer Control, "The safest system in the world," never worries.

For C-H Control speeds press output! Certainty—safety—speed—instantaneous braking—these are the essentials which it brings to press and auxiliary equipment.

C-H Control typifies the speed and efficiency of the modern plant. Large and small, the finest papers in the land have chosen it. They enjoy the satisfaction which will be yours when your presses are C-H equipped.

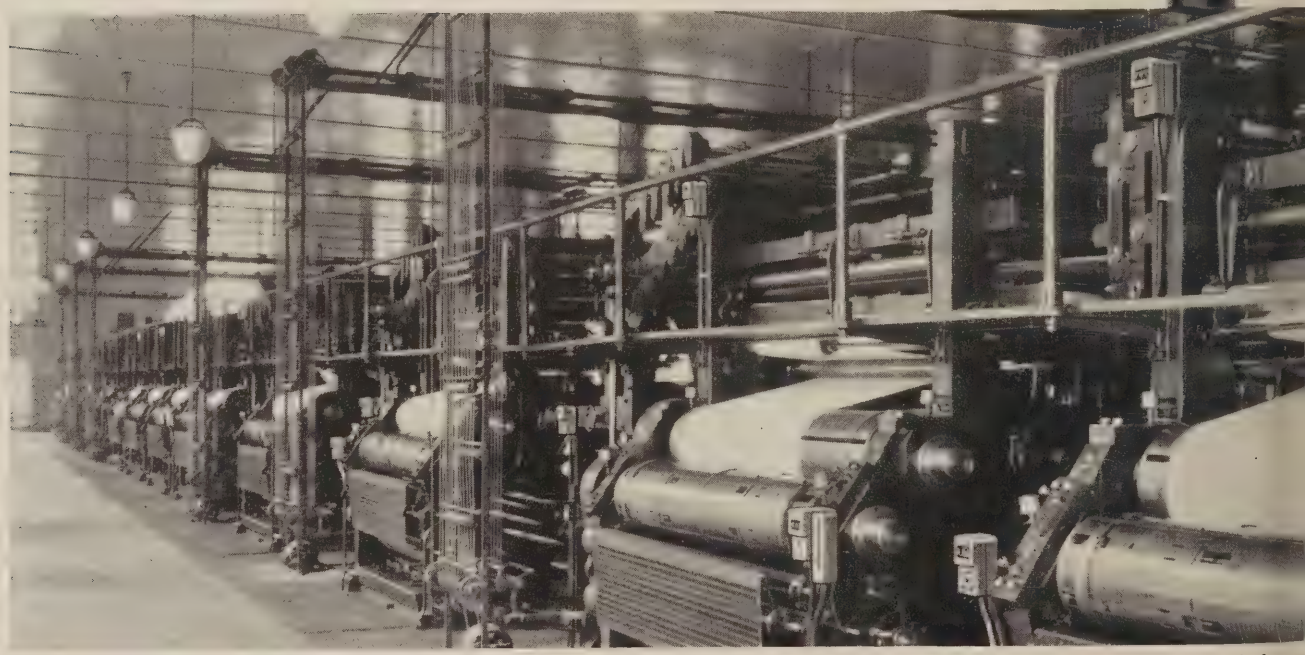
"Keeping Pace in the Newspaper Plant" is our latest descriptive book on this highly developed equipment. You will find it interesting and profitable reading. Send for a copy.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1223 St. Paul Avenue

MILWAUKEE, WISCONSIN



One view of the large and well equipped plant of the Detroit News—showing the numerous C-H Push Button Stations which permit positive automatic control of every of the press. Also six of the Cutler-Hammer Conveyors which carry the papers in a fast, steady stream from press to the mailing and delivery rooms.

CUTLER C-H HAMME

Press Room Efficiency Depends on Electrical Cont

NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN L. MEYER
Managing Editor
Associated Staff
GEO. A. JUST, C. H. DuCLOE
F. HILLERMAN
H. J. LARKIN, E. C. KRATSCH

Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg.
NEW YORK CITY—C. J. Nuttall, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.
CINCINNATI—H. A. Braunstein, Provident Bldg.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., May, 1926 | No. 5

YOU PAY FOR IT, BUT YOU DON'T GET IT

That's the Result of Inadequate Plans, Instructions, Materials and Head-Work

By GEORGE S. MURPHY

Secretary-Terasurer, Federal Printing Co., Des Moines, Ia.

IT SEEMS to me the subject of "Getting Commercial Printing Business" can be divided into four parts for convenience of discussion, and as printers are notable "go-getters," I work the word "getting" rather hard.

First: Getting the Idea from (?) the Customer.

Second: Getting the Idea to the Workrooms.

Third: Getting Those Things Which Go Into the Job, and Which Must Be Gotten Outside the Plant.

Fourth: Getting the Inspiration, the Desire to Accomplish, the Team Spirit, Whatever You Wish to Call It—Into the Various Departments.

"Getting the Idea from the Customer" more often means *GIVING* several ideas to the customer. This is true of even the more experienced buyers of printing, such as the advertising agencies.

IT ought to be a part of the duties of the office to offer suggestions tending to make the printing of most value to the customer, or to serve his purpose best,—and in doing this, suggestions should be made which can most efficiently be carried out in the plant.

There is much that the office can do in making practical suggestions to the customer along the lines of appropriate paper stock, style of composition, suitable engravings, harmonious and practical color schemes, etc. Especially are these things helpful and in the interest of efficient production, now-a-days when everything is wanted so quickly that unless it is planned so that all the various departments can work together, there is not much chance of coming up to the customer's expectations.

Put the delivery date a little ahead at first. It may be just as satisfactory to the customer—and if it isn't, he will not hesitate to say so, and you can easily shorten the time. But if the customer finds out you can deliver the job tomorrow, the chances are he will not be satisfied with the next day.

Printing is "made-to-order" and in the made-to-order class. I believe printers work to a faster schedule than any other manufacturing business I know of.

In my own dealings with buyers of printing, I find most of them reasonable, and receptive to any helpful suggestion I may make. I *do* find it difficult often, however, to keep the customer from wanting his job the next day, and if I see that there is a real and just reason for wanting it next day, we get busy and get it to him next day, if we can.

The main idea I want to get across here, is that the time to get all the details of the job settled,—quantity, size, paper, general style, cuts, typography, colors of ink, bindery work and delivery, —is when the customer brings the copy into your office or when you go to his office for it.

"GETTING *the Idea to the Workrooms*," is the second division of the subject, and in this I would include Printed Forms, Job Envelope (or Instruction Sheet), Stock Ticket, etc., and verbal instructions as well.

There are more things to watch and more chances for errors. And just because of the opportunity for errors and the vigilance necessary to avoid them, greater care ought to be taken to have the written instructions reasonably full, accurate and complete.

One of my employers once said he had noticed that when the instruction

COMPETITION : : By a Veteran

CHARLES S. PARKER

Lexington (Mass.) Minute Man
Arlington (Mass.) Advocate

IN his eighty-sixth year, Mr. Parker said: "I have had nineteen competitors in my field during fifty years. My files will be searched in vain for any mention of the fact that Arlington ever had a paper other than the *Advocate*. I might have advertised any one of them into success. My theory always was that if a man could, by fair means, beat me at my own business, it was my misfortune and not his fault; that the wise course is for me to study my field, cultivate it as an expert gardener cultivates his pet proving station, and give all my time to mind my own business."

THOROUGH THINKING in the FRONT OFFICE PLUS CONSULTATIONS With SHOP EXECUTIVES = 100%

sheet had been properly filled out in the office, the job seldom went wrong in the workrooms. The instruction sheets that accompanied the copy bore the words *"Read the Instructions,"* in large bold type, in red ink, across the top. And a similar line, much larger, was pasted on the working cabinets in front of each compositor. If written instructions were overlooked in that office, somebody got what is colloquially known as a "most awful bawling out."

Sometimes a feeling grows up in the plant that the customer is unreasonable, that he *can't* be pleased. The customer is absolutely essential to the operation of a printing plant—it is parallel to Andrew Carnegie's three-legged stool,—one leg is just as important as another. The customer pays the bills and his printing ought to be made to serve him as well as possible, combining his ideas with the printer's technical knowledge.

IT is almost impossible, and certainly impractical on any but the simplest jobs, to write down *every* word of instruction or suggestion, so that the copy and the written instruction may be handed to the superintendent without a word further—and he have a complete understanding of what is wanted. So it is often very helpful for the office to call in certain department heads and consult with them, and get their ideas as to methods of production, and give them as clear an idea as possible of what the customer wants, before making definite decision on all details.

We do not hestitate to admit that we learn much from the men back of the office partition. Even the delivery boy has ideas now and then. Most of our delivery boys have asked soon after employment, whether they got paid extra for overtime—which proves their thoughtfulness!

System is a good thing. Don't carry a system to the point where it requires so much of your time to run the system that too little is left to run the plant. It has been done. Too much system, or too strict adherence to a system, tends to kill initiative.

An employing printer on receiving an explanation of some slip-up on the part of an employee, that he "thought so-and-so," replied, "I don't want you to think—I'll do all the thinking around here,"—which of course was an unwise thing to say.

"Getting Those Things Which Go Into the Job, and Which Must Be Gotten Outside the Plant."

NOW, of course, this does not apply to those enormous aggregations of capital and machinery that print everything from a milk ticket to the *Encyclopaedia Britannica.* They usuall have complete equipment within their own organization. However, only a few are in that class. Many of us have to buy machine composition, ruling and some other bindery work; most of us must buy art work, engravings, electrotypes, and I guess the paper and ink people have us *all.* (Some printers claim that ink doesn't cost them anything, so they don't "figger" it. But they use it now and then.)

I used to work under a Superintendent whose "long suit" was looking after every single thing that went into the production of a job of printing—*when the order first came into the workrooms.* It made him "sore as a boil" to have the job ticket sent in to the composing room foreman and no information of the job given to *him* until it was ready for press. He had a special information sheet designed for his own use—to give him full details of each order. Then he made it his business to see that all outside purchases came through on schedule.

ORDERING and "follow-up" of machine composition and electrotypes would naturally fall to the composing room, and in many plants ink is purchased by the press room superintendent, but the ordering and supervising of art work and engravings, and the purchase of paper, belong to the office, and can be done so as to materially help prompt production of the work.

Then there is the problem, which seems never to be solved, of buying enough equipment for the composing room. A composing room really ought to be under the financial endowment of a Rockefeller Foundation.

We can see plainly the money we pay out for type and material, but the extra money we pay for "hunting for sorts" is hid in the pay roll, and isn't so easily spotted.

It is far cheaper to buy enough composing room material, than to get along with an inadequate supply. In the latter case you pay for it without getting it—that is the only difference.

> *The* INSPIRATION OF PRINTING : :
>
> EVERY business and profession, not excluding preaching the Gospel, and securing liberty and justice—including even Civilization itself—would be set back, slowed up, hampered *without printing.* PRINTING is "Made-to-Order" and in the "Made-to-Order" class.
>
> —GEORGE S. MURPHY.

At the Federal it has been our custom to buy the most original and useful type faces as soon as they come out,—not necessarily because we need type just at that time, but because we believe it is good policy to have the new while it *is* new.

Type *will* wear out. A certain amount *must* be purchased from time to time—so instead of waiting till certain series are worn out and then replacing them, we buy the desirable faces when they are *new,* whether we need them or not, and then are ready to throw away the old faces when they become worn.

"Getting the Inspiration—the Desire to Accomplish—Into the Various Departments."

PRIDE in accomplishment is a great thing. I feel sorry for the fellow who doesn't like his work. This reminds me of the story of the defendant who was up before the court for assault and battery. The plaintiff was up too,—he was about "done up," having been beaten up by the defendant. The Judge said to the defendant, "What instrument did you use to reduce the plaintiff to this condition? The defendant replied proudly, "None whatever, your honor, it was all hand work."

You see, he took pride in his work, and he did a good job!

During the Great War plant spirit, pride in the achievement of the organization, and patriotism, were appealed to for increasing production, and with great success.

Most anyone takes pride in his work, and will do his best, *if he loves his work.* But I presume many workmen in every industry are there solely to earn a livelihood, and not because they have any special interest in the particular industry they are in. To these men, it becomes the duty of employers, superintendents, and heads of departments, to offer an incentive for greater, more careful and painstaking effort.

MEN in the printing business are a part of the greatest business in the world.

Of course I do not compare the printing business with the "business" of preaching the gospel, or the "business" of securing liberty and justice. They are concerned with people, not with machinery and materials.

But the printing business aids and furthers every other business and profession; *every business and profession* not excluding the professions mentioned and even including Civilization itself, *would be set back, slowed up, and hampered, without printing.* Probably the loss of no single business could be so serious a blow to progress.

THE EVENING WORLD, MONDAY, MARCH 25, 1929

New Spring Apparel Ready at Macy's for New York Shoppers

TRIP THROUGH STORE ANSWERS QUESTIONS OF WHAT TO WEAR

MACY'S NEW FORM OF ADVERTISING

THE SMART BLOUSE
Completes the Tailleur

Mantel Clocks

120 VASES

Trimmings

MACY'S Shops for Men

Men's White Broadcloth and Striped Madras
SHIRTS, $1.69

Tomorrow is DOLLIE DAY at MACY'S BUNNYLAND

Unbreakable Doll Specials

Shimmering Costume Slips

A Tailored Georgette Daytime Frock for Women

After Miller Secors

$36.75

Raisin
Not for Cakes —for Carpets

Handsome Round Reed Suites
$159.00
Macy's Usual Price $203.00

(For Two Days Only)
WOMEN'S IRONTEX SILK HOSIERY
$1.54 PR
Macy's Usual Price $1.88 Pair

Special Purchase! And Right In the Season for
CRETONNES
59¢ YD.
Macy's Usual Prices Would Be 89¢ to 98¢ Yard

HERE is indeed a double opportunity—you may buy new cretonnes at an unusually low price! For we made a timely purchase of 10,000 yards from one of America's foremost cretonne printers.

MACY'S

NEW MACY AD LAYOUT FOLLOWS NEWSPAPER PAGE MAKE-UP
This is a Specimen of New Style of Retail Advertising Which is Being Watched With Keen Interest by Publishers

NEWS-PAGE MAKE-UP FOR RETAILERS' ADS

Why Store Advertisers Believe Novel Plan, Exciting Publishers, Is Worthy

By JOHN L. MEYER

IS the traditional form, appearance and arrangement of retail store advertising to undergo a marked change in the near future? If so, the subject is of vital interest to newspapers and commercial printing plants. Changes in details are bound to continue and for more reasons than the effort to be "different". From the publishing standpoint, there has been a constant procession of questions as store advertising has developed, such as:

Is it getting better results for the advertiser, my customer? Is it producing more satisfactory returns, per amount of space used; per cost of the space; per cost to "manufacture" the advertisement, and to run it and circulate it? Does it involve a tendency toward the use of other kinds than newspaper advertising? Or, toward greater and more universal use of the newspaper?

NEWSPAPER men and women over the country are exceptionally interested in a form of retail store advertising appearing in several dailies recently. Many have had only rumors, and these rumors have seemed to be ominous. *"NPJ"*, seeking to keep abreast of the real news of the field of printing and journalism—new methods, new ideas, practical experiences—felt that the basis of this report should, to be most illuminating, come from the *advertisers'* standpoint. What does the advertiser think he's doing and getting?

ARRANGEMENTS were made with Fairchild Publishing Co., New York, textile and retailers' trade papers and news service, to get the facts and experience. The Fairchilds publish two daily newspapers for their field, the *Daily News Record* and *Women's Wear*. These cover everything having to do with the business side of textiles and textile products, business currents of value to retailers, and merchandising including advertising These papers have taught thousands of retailers to become better and more voluminous newspaper advertisers and continue to publish successful merchandising plans and methods for the interests of storekeepers, department stores, general stores, specialty shops, etc., etc.

The following article is published through special arrangement with the Fairchilds:

Wider Appeal to More Groups of Customers is Being Sought

R. H. Macy & Co., Inc., New York department store, has adopted a new type of newspaper advertising. The plan as worked out for a full page, takes on the aspect of the regular page of the newspaper in which it appears; with editorial matter at the top of the page, small ads close to the reading matter, thus giving them preferred positions and leaving the larger ads to make the base of the page. The ads, large and small, are devoted to various Macy promotions and the entire ensemble of ads and reading matter makes up the full Macy ad. (The ad reproduced herewith is copyrighted by R. H. Macy & Co., Inc.)

The new plan, it is claimed by the store, merits recognition for its economy of space, the singleness of appeal in its presentation of ads similar to those of the specialty shop, at the same time maintaining the method of the various messages which the department store requires.

The ability to offer information of the store's policies, activities and merchandise in a compact editorialized form at the top of the page was considered of invaluable importance to the store when taking into consideration the reading public these ads would reach.

As Macy's cater to everyone in New York in some capacity or in some department, the new type of advertising does not replace all other forms of Macy advertising, but adds a new method to those heretofore in use, according to James Goold, advertising manager, explaining the idea to a writer for *Women's Wear*, an internationally circulated tabloid-form daily trade paper for department stores, specialty shops, etc.

Mr. Goold stated that this new policy, which would be used in certain of the New York daily and Sunday papers, would enable the Macy organization to appeal to varied groups, and to make its appeal to each in the proper key to meet that group's reading interest. This, he believed, was in keeping with the experi-

ment which had been successfully carried out in fitting their advertising message and layout to tabloid papers.

By using single columns for their editorial messages and individual ads after the manner of specialty shop presentation, Mr. Goold believed that Macy's would be identified as a store able in its individual departments to meet the needs and tastes of these readers.

Using the single column for editorials, with newsy leads, headlines and subheads, though in different type from the regular newspaper page, would make for a differentiation in the Macy ad page, yet would have a definite adherence to the general newspaper form, he said.

Individual Departments in Big Store Want Clearer Recognition

WHEN questioned if he thought this editorial arrangement would induce reader interest, Mr. Goold replied that newspapers, with years of experience, have found the single column more economical, as the small typed column holds the greatest amount of news in a given space; it is more compact, and when greater emphasis is to be given, the double column head can be used to advantage.

Many women, Mr. Goold commented, obtain their fashion information from other sources than the newspapers. The fashion magazines and the smart stores offer such information for those who have the time and inclination. It is reasonable to expect that department store organizations dealing in and having the merchandise and fashion information in the store are able to give such style and merchandise news to women in complete and condensed form. It is a service, he explained, which, though editorialized, is adapted to create reader interest, and establish good-will. He believed that newspaper readers would soon learn the Macy ads are assembled on the regular Macy page.

This new method makes possible specialized types of advertising for specific items, fashion tendencies, or sales. Mr. Goold referred to the short article on books that ran in one of the editorials as significant of the type of thing that would be found in a book review, yet would be of pertinent interest to those seeking such information.

Economy of Space: More Ads In Same Amount of Linage

WHEN asked if the absence of the R. H. Macy & Co., Inc., name at the head of the page did not make the Macy ad page appear as one of the general newspaper pages, Mr. Goold remarked that the narrow border run at the top of the page containing several repetitions of the phrase "Macy (*name of paper*) advertisement," indicated that no pretense was intended. It might, he continued, take time for the public generally to recognize the change, but he thought they would learn to recognize the page after several issues of the same type of page as the Macy page.

Speaking of further advantages to be attained by this new plan, Mr. Goold said that economy of space was considered important. By placing at the base of the page the large ads on which the smaller ads would be built, greater effectiveness would be obtained. The small single column ad could then be placed in a preferred position at the top of the paper near the reading matter. To insert such an ad in a newspaper of itself would cost the store twice as much.

By taking the entire page, he continued, Macy's were able to place the ads from the various departments of the store where they would derive the greatest advantage of position. Formerly these ads were lost at the bottom of the page.

He added, in this connection, that they were not using more space, nor, on the whole, was the present plan likely to incur increased advertising costs.

The use of lines and borders between the individual ads was also considered a part of the general plan to feature specialty shop layout and accordingly was a necessary part of the new idea.

An advantage that obtained for the individual departments, Mr. Goold believed, lay in the fact that they could probably figure oftener in the newspaper thus giving greater importance to the goods they merchandised.

Specialty Shop Advertising Now Believed Most Striking

IT is admitted, Mr. Goold said, that the advertisements of the specialty shops are the most effective appearing in New York and other cities today, for because of the nature of their business they can devote each advertisement to a single type of merchandise and are not confronted with the department store's problem of scrambling 10 to 20 different advertisements representing diversified merchandise into a jig saw puzzle.

It was suggested that by making each department's ad different the cumulative value of large advertisements would be lost. This, Mr. Goold said, was not the case because the grouping of the ads on the same page or pages would maintain that value. The use of news and headlines would attract the reader and make this cumulative value even greater, he felt.

What Another Store's Chief Thinks of the Macy Idea

ONE large department store advertising man said regarding the new plan "The essential qualities for drawing business in any ad are newness of merchandise, the price, the presentation and the reputation behind the store. The present Macy idea is new and original to a degree. Inasmuch as it is being presented at a time when the publi

Page Costs? : Just What the Boss Makes 'Em : *O.K.*

George Dieterich, Aurora (Ill.) Beacon-News Puts His Approval on Mike Johnson's Stand

A Letter to "NPJ"

BY all means have "Mike" Johnson—Supt., Portland (Ore.) *Telegram*—give us the story on the position that he has held since 1919, which he speaks of at the close of the article in the April number of National Printer-Journalist.

We consider his article the best and sanest thing yet published on this subject in the Journalist. *That the production cost of a page on a newspaper is governed largely by what the boss wants,* is shown in the writer's experience who is keeping cost-of-page production in the composing room on *three* papers.*

Each composing room is in charge of a foreman or superintendent, and each one is given free hand as to the manner of getting out work, to a liberal extent. The cost of production varied from $6 on one paper to $14 on another. The interesting feature of this variation is that the $6 page and $14 page were both gotten out perhaps six or seven years ago; and, since that time, the office with the $14 average per page has been lowered, and the office of the $6 page cost had gone up, so that each is nearly on a par with the other office. One has for the past years maintained a constant average of between $9 and $10.

As there has been no radical change in the composing room equipment in either office, our conclusion is that the difference comes in for two reasons: The "high" office changed foremen and the present foreman has managed to reduce his cost by changing the handling of copy; in the other office the cost has gone up mostly because they are demanding a better gotten-up paper; all of which, to our mind, goes to show that "Mike's" conclusions are correct.

Very truly yours,
THE AURORA BEACON-NEWS.
Geo. N. Dieterich,
Assistant Manager.

*The Aurora Beacon-News is one of the "Northern Illinois Group" which includes the Joliet Herald-News and the Elgin Courier. In this family is the famous "T. R. of Advertising," J. K. Groom—J. L. M.

naturally shops, the possibility of gauging the actual new business from the plan or any material increase will be difficult to estimate.

"The plan to give information in news column form may be effective. The question arises, can it be made sufficiently newsy at all times to hold the readers of the columns. If the idea was to have the Macy ad obtain the atmosphere of the news page, it has been successful, but the page as a Macy ad page was not outstanding. The individual ads were so broken up that no unity of composition was attained."

An Instance of How Plan Worked for Special Stunt

MACY'S had a fashion authority at the American debut of a Spanish star who, like the dramatic critics of the metropolitan newspapers, wrote her story after the conclusion of the performance.

The review of Senorita Meller's costumes and the dressing of the audience was rushed to the newspapers at midnight and appeared in the afternoon papers the next day, a thing that any other style of advertising would not permit, Mr. Goold said. Macy's were able to capitalize on the publicity which the newspapers have given the Spanish singer, and did not need a whole page to do it.

The advertisement of R. H. Macy & Co., Inc., was headed with an eight column banner, known in newspaper circles as a streamer. Then followed a detailer story of the costumes worn by the singer and a review of the clothes worn by the audience. A link-up with the store's merchandise was made by stating that Macy's had anticipated the popularity that the Senorita's visit would create for Spanish goods of all sorts and had bought such merchandise. Other announcements of the store appeared on the same page.

Gets Try-out in Other Cities; Advertising Men Interested

THE style of using newspaper makeup in their public advertisements has been followed by the Newcomb Endicott Co., of Detroit, and also by the Davison Paxton Stokes store of Atlanta, Gimbel's of Milwaukee, etc.

A meeting of the Grand Rapids (Mich.) Advertising Club will be held in the near future to discuss this method of advertising, it was learned.

PROHIBITION FIGHT JUST A LOT OF FREE PUBLICITY?

NOVEL, at least, is the viewpoint of an editorial in the Boston (Mass.) *Christian Science Monitor*, strongly allied with the "drys", in part as follows: "That same press which maintains a central co-operative office to warn its members again the wiles of the advertising agent seeking free publicity has given to the former brewers and distillers seeking to re-establish their pauperizing business uncounted millions of dollars worth of press agent stuff.' "

SCHOOL PRESS ROOM IS THOROUGHLY FITTED UP

Both Boys and Girls Are Included on the Student Roles; Laboratory Course Method Is in Use Here

MUST KNOW PRINTING TO BE PUBLISHERS!

. This Foundation of "South Dakota Idea" In Schooling Makes Successful Students

By FRANCIS E. PERKINS

DESIGNED primarily to train young people to be rural *printer-journalists,* a four-year course leading to the degree of bachelor of science is being successfully conducted at South Dakota State College, Brookings, S. D., as the result of the recent addition of a department of rural journalism *and printing.* The new department, under the direction of Charles D. Byrne, graduate of the University of Wisconsin, and former agriculture editor at Pennsylvania State Collge, is said to be the first and only one in colleges of agriculture and mechanic arts in the United States giving complete training in journalism and agriculture, and in addition, *printing.*

"THE publishing of the average country weekly in South Dakota, as well as in some of the other states, is largely a 'one-man' job and will probably continue as such for many years", Prof. Byrne says. "For that reason, the future publisher must know the mechanical end of his job; he must also thoroughly understand the editorial side of it. And if he hopes to be a real success in rural South Dakota, he must be also agriculturally trained, so as to see more clearly the problems of agriculture and their solution.

"South Dakota State College officials, understanding the situation of printing and journalism in the state, recently combined the old School of Printing and the department of rural journalism into one major college department. The School of Printing was started several years ago under the direction of Seth Thornton. Under the present course of study, which was inaugurated at the beginning of the current school year, it is possible for a student to obtain a liberal education in agriculture and other sciences and at the same time to receive thorough training in the fundamentals of both journalism and printing."

Gives Student Good Start To Learn After Graduation

ALONG with the reorganization of the printing and journalism work in the South Dakota college, two new men were added to the departmental force J. M. Barks, graduate of Westminster

College, Fulton, Mo., a printer of years' of experience, is now associate professor of printing and rural journalism and superintendent of the college printing laboratory; and L. E. Childers, graduate of Kansas State Agricultural College in industrial journalism, is the new assistant college editor. E. B. Harding, A. B. Retzloff, and C. Lynn Hollen, all men with years of printshop experience, are instructors in linotype, press work, and composition, respectively.

Prof. Byrne pointed out: "The intention is to give the students a good foundation on which to build with actual experience after college. Nearly all of the college printing, from agricultural bulletins and college catalogs to milk tickets, is done in our printing laboratory, giving the students work in commercial production, including price quoting on real jobs. The students do get experience in the department; but the limited amount that is possible in four years, with part of that time spent in classes outside of the printing laboratory, will not produce master printers. After graduations the students are expected to spend considerable time as apprentices before their college training can be considered well-rounded."

The printing laboratory at South Dakota State College is located on the basement floor of one of the oldest buildings on the campus. The floor was not originally planned for a print shop, which means that crowded conditions are the result. It could be improved as a print shop by a complete remodeling; but the improvement would be expensive and only temporary, as modern quarters are expected in time.

Experts Assist in Planning Practical Printing Shop

THE layout of the plant was originally planned with assistance from the American Type Founders company. Later more machinery and equipment was crowded in, compelling the adoption of a layout that, if not ideal, utilizes space to the best advantage.

Plans for future improvement of the printing course call for a laboratory that will be model weekly newspaper plant. Publication of the college weekly newspaper will serve as a practice project in which both the mechanical and the editorial phases of the work will be carried on under conditions similar to those in a country newspaper plant.

Recent new equipment has added efficiency to the teaching of the present courses in printing. The printing laboratory is now equipped with a battery of five slug casting machines, which include two Linotypes, two Linographs, and one Intertype. In the composing room, there are five fully-equipped type cabinets, proof presses, a Diamond power cutter, an Eclipse newspaper folder, imposing stones, and other miscellaneous material.

The equipment of the press room includes a Babcock Optimus, a two-revolution cylinder press; and three job presses—one, a Chandler and Price 12x18 new series job press, is equipped with a Kluge automatic feeder.

One of the oddities in the plant is an old Washington hand press; there is also an old typesetting machine such as preceded the modern slug casting machines.

Prof. C. D. BYRNE
Head of South Dakota's State College Department of Printing and Rural Journalism.

In all classes in printing, the standard apprenticeship lessons for printers, as prepared by the education department of the United Typothetae of America are followed. In the journalism courses, there is probably not much that differs from similar courses in other courses, except that emphasis is laid on rural rather than general newspaper work. The journalism courses are taught with the idea that the students will learn to write by writing.

Thorough Preparatory Work For Composition on Machines

THE methods used in teaching the printing subjects vary with the subjects. In the Linotype phase of printing, the method of instruction is said to be in many respects quite different from that used in many if not all other printing schools in the country. The linotype courses is three-sided; it consists of (1) lectures, (2) mechanical laboratory work, and (3) keyboard practice. The lectures are given with the students grouped around a composing machine.

Mr. Harding, instructor, says he will not lecture unless he can have a slug casting machine before his class. In addition to the fully equipped Linotype, practically all the spare parts of a machine are also used for class demonstrations. The necessary information concerning these parts is given and their location on the assembled machine pointed out.

Following the lecture, the students spend two hours in the mechanical laboratory actually doing all that they have just been told how to do. One Linotype, used almost entirely for laboratory study, is regularly torn down or partly dismantled by the students. Problems that might never or only occasionally face the student in his keyboard practice are purposely developed on the laboratory machine by the instructor. To make the mechanical laboratory even more practical, each student works out a large number of projects specially prepared by Mr. Harding, such as making magazine adjustments, locating keyboard troubles, cleaning and propertly replacing the space box, and others. There are eight different projects connected with the mold disc alone.

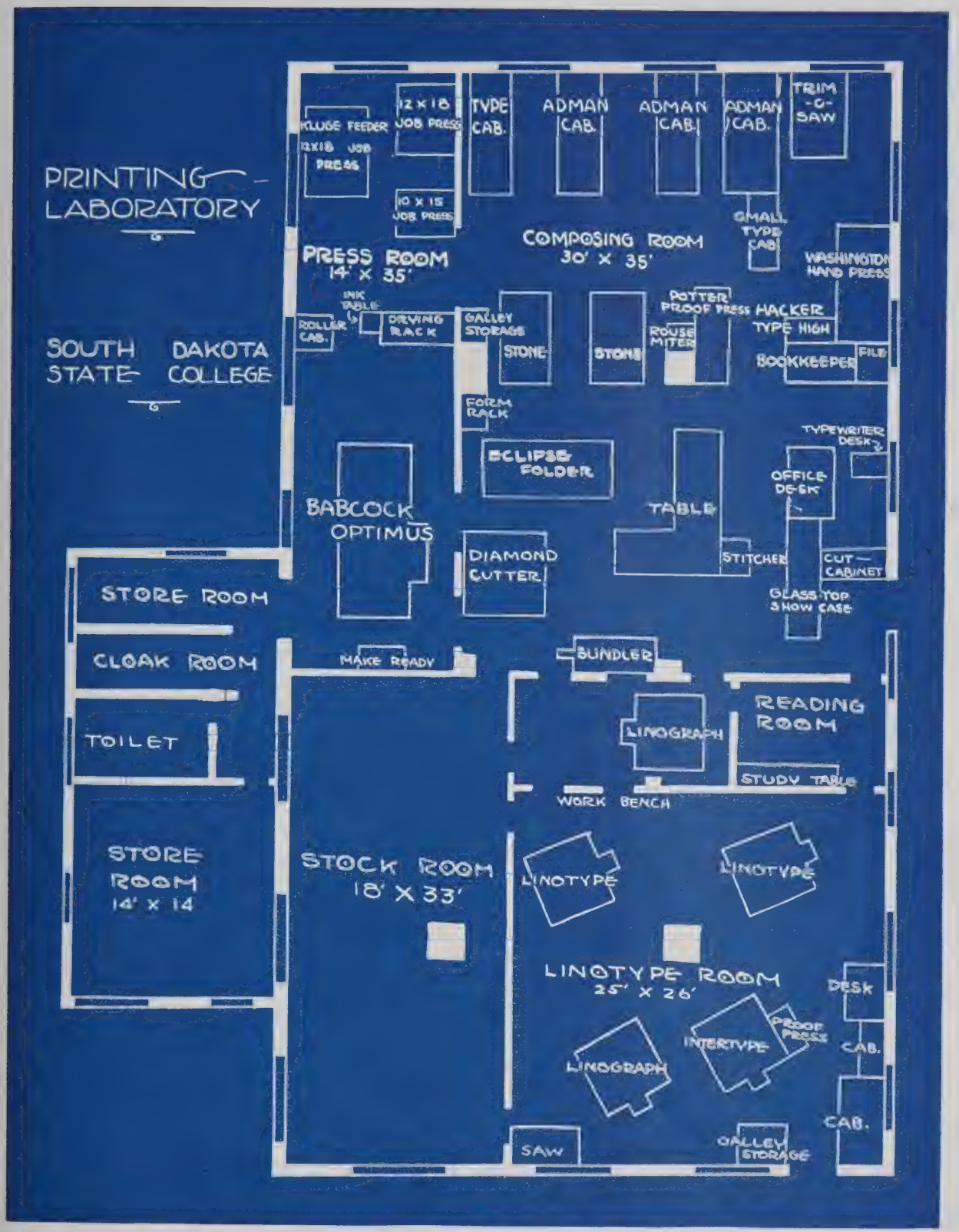
In giving keyboard practice, the touch system is taught as advised by the United Typothetae of America. Mr. Harding is endeavoring to get celluloid caps to cover the keys, believing the students will learn the system quicker if there is no possible chance for them to see the letters on the keys.

For every hour of class lectures in the linotype course, there are two hours of laboratory work and three hours of keyboard practice. The linotype course is given to college juniors for nine months, which requires that each student spend at least 308 hours around a linotype machine. Advanced work in linotype is given in the senior year, but is required only of students who are specializing in composing machines rather than presses or hand composition or the general printing course.

Press Operation Lessons Given in Laboratory Style

IN presses, under A. B. Retzloff, no class lectures are given; the course is entirely laboratory work on both platen and cylinder presses. Each student is given individual attention as various questions and problems arise; and, at each laboratory period, a new type of work is laid out for him. If a student enters the course knowing how to feed presses, he is given more intensive instruction in other phases of the work.

The composition department of the printing course gives a type of work that can and does make efficient use of class room recitations and lectures. But six times more laboratory work than class recitations is given. Principles of typography, advanced printing, office style and proof reading, office forms and tabular work, advertising, salesmanship, and other courses are offered in this department of the printing course. Outside of the printing and rural journalism department, some of the general courses required of the South Dakota State Col-



—Layout Originally Prepared by Engineering Dept., American Type Founders Co.—

SCHOOL PLANT HAS TURNED OUT SUCCESSFUL PUBLISHERS

Laboratory Methods as Well as Lectures and Special Problems Keep Students "On Their Toes" for Four Years, or Any Part of Them

BUSY SCHOOL-HOUR IN "PUBLISHERS' COLLEGE" IN SOUTH DAKOTA

Here Young Aspirants to Honors and Success in Community Newspaper Business Are Getting Ready to Meet the Many Problems of the Future

lege embryo printer-journalists are: English, history, agriculture, and science.

In addition to the four-year collegiate course in printing and rural journalism, the department at State College offers a one-year course in printing especially for those who either do not have the preparation or the time to pursue the four-year course. The one-year course includes training in printing, linotype operation and press work. Other courses closely allied to the printing courses, such as art, printing motors, proof reading, and advertising, are also included in the curriculum.

For experienced printers who desire special work in the operation and mechanism of composing machines or further training in presses, short courses are arranged from time to time. The next short course for printers will be given during the regular college summer session and will last six weeks. These short courses will be particularly for those already in the printing trade but who want training in a new line of work, such as linotype operation. The only entrance requirement will be considerable experience as a printer.

THE reorganization of the old School of Printing and its combination with the rural journalism department is already showing big results. Previously only one, and occasionally two, brief courses were offered by the journalism department to meet the needs of printing students. Now several journalism courses are offered and the instruction and courses in printing have been revised and improved. The four-year course in printing and rural journalism is now designed to train students for the country newspaper and printshop field, as executives and salesmen in commercial printing plants, for publicity and advertising positions with business concerns and public institutions, as teachers of journalism and printing in high schools and vocational schools, and as workers on daily, agricultural, and trade papers.

EDUCATION : : : :

THE entire object of true education is not merely to make people do the right thing, but to enjoy the right thing—not merely industrious, but to love industry—not merely become learned but to love knowledge — not merely pure, but to love purity—not merely just, but to hunger and thirst after justice.—JOHN RUSKIN.

ABOUT 250 students have taken work since the printing course started at South Dakota State College in 1920, and many are now successful rural publishers and printers in nearly every part of the country. Charles G. Blakeslee is editor of the *Review*, the only paper in North Branch, Minn. Dan Carver in South Dakota, Ansel Wray in Wisconsin, and Seamon Ferguson in North Dakota, are part owners of live papers. Paul Zerbe is publishing a paper in South Dakota and Charles Sager is part owner of a job shop in Montana. Scores of others are "making good."

Outside the realm of the weekly newspaper, former School of Printing students are also making rapid progress. Two students, who completed their work at State College a short time ago, were employed on a metropolitan newspaper and within three months were acknowledged as efficient linotype operators; six others at one time were linotype operators on a South Dakota daily; and two girls, one of whom is now completing her collegiate work in South Dakota State College and will graduate this spring, held positions for several months as linotype operators in the Government Printing Office, Washington, D. C. One former student is employed in Cuba; another is service manager for a large slug casting machine company.

SPACE GRAFTERS MADE INTO GOOD INDIANS

California Editor, With Wide Experience, Tells How He Has Done It Several Times

By JAMES N. FLOYD

Editor, Santa Cruz (Calif.) *Morning Sentinel*

"Important News Story."
elease date December 9, 1926.

I WONDER how many newspaper men get fooled by the above lines typed on the top of advertising ublicity. It is an old game used by ie free publicity paid hounds to get ie shade of importance to the publicity iey are seeking to get by.

Just so long as newspapers give away eader space to promoting automobiles, iovies, public park amusements, fairs, iows, etc., just so long will some paid riter follow up those institutions and gree to put it over at so much, which far less than the amount required for gitimate advertising.

It is high time newspaper men stepped n the free publicity brake and held it own.

THE NATIONAL PRINTER-JOURNALIST is doing a good work in so forcibly illing attention to the evil of free pubcity. T. O. Huckle from the Michian town with the unpronounceable ame (Ypsilanti) has certainly hit the ail on the head in his recent article in our magazine and every publisher can ell afford to follow his lead in driving pace grafters" from the colums of the ublic press.

Having worked on numerous papers, have noted that those papers which fused to run free publicity had less fficulty in a business way and far less ouble in the editorial end, than those hich opened their columns to free pubcity.

One of the most successful publishers ever knew, refused to publish a line of dvance material about the movie ows. When he took charge as manging editor the two theater managers that town, a place of only 10,000, clared that if he refused to give them ublicity they would take out their ads. e explained that he could not give ace that belonged to his readers to ost ing their shows.

Out went the ads! For a week the per came out regularly without any eater advertising and the public evintly thought the theaters were out of mmission or not running any new lls. Then the advertisers came back. *ot being able to get free space, they creased the size of their ads!*

I do not mean to say that the manag editor was niggardly with space. If affair was given for charity alone, it was given free space. But free advertising hounds sooned learned that it was just a waste of stamps and paper to send material to that publication, and they quit.

IT IS just as consistent for a newspaper man to walk into an automobile accessory store and demand that they give a spot light, a wind shield or a spring, when purchasing a bumper, as it is for the big concern to accompany its advertisements with a free illustrated publicity story with a demand that the story run or the ad is not to appear.

My advice is to send both back with an explanation, and an offer to buy an automobile cushion if the firm will throw in an automobile robe.

"Here is a half page ad on a new model automobile that I will run providing you publish this story in full," said a dealer to a newspaper man in another town where I was employed. The story in question was more than a column in length. They were both handed back and the dealer declared he was through with the paper. That was early Friday afternoon and the rule of the office was that all automobile ad copy must be in before 5 p. m., that evening to get in the Saturday evening issue.

When next day he consented to run the ad he was told the paper was filled and there was no room for it. He was somewhat surprised that the publication would turn down a half page ad with no strings to it, but after that he was a good Indian.

CHAMBER of Commerce secretaries like to boast that they have gotten several thousands of dollars worth of free publicity for a city through the press. The truth is, they often *do* and the press gets but little from the institution.

Often when a good story breaks, the paper that is not giving as much publicity as the other, gets the break in order to "warm them up" to opening their columns for the free propaganda.

JOURNALISM TAUGHT TWENTY-ONE YEARS BY PIONEERS

Results of Venture in 1905 at Madison, Wis., Include Text Books Now Accepted as Standard

Dr. WILLARD G. BLEYER
Head of Wisconsin University Department of Journalism, and Author of Standard Text Books

OLD enough "to vote" in 1926—21 years—Wisconsin University's department of Journalism has been giving instructions for a longer period than any other American university. Twelve journalism professors now teaching over the Country in universities were taught in Wisconsin, and a number of instructors, teachers and assistants in other universities, colleges and high schools.

It is interesting to review the starts of the leading schools, departments and colleges of Journalism in America, in this connection. Missouri's school opened in 1908; the Puiltzer school in 1912.

Dr. Bleyer and Prof. Grant M. Hyde, both authors of books which are standard in many such schools, not only organized the work at Wisconsin, but assisted in other places. Their books include complete information on the subject.

At Wisconsin the students take assignments from the city editors of the Madison dailies, study representative American newspapers and learn copy-reading, and they get practice in the type laboratory.

The students set the type during the year for a front-page of a newspaper, each laboratory group setting the head-

line which it wrote the week before on the copy desk. Each group elects a newspaper and imitates its headline schedule and typography. The group then makes up the paper.

The laboratory contains no press except a proof press because we believe the production of printed matter is harmful to instruction. Printing processes, however, are studied in the Madison printing and engraving plants and the stereotyping processes in local newspaper plants.

Dr. Bleyer is a member of the second generation of the famous Bleyer newspaper family of Milwaukee, Wis.

GETS 86% RENEWALS IN SUBSCRIPTIONS

Experience-Lessons for Circulation, Advertising and Other Departments

By R. N. FELLOWS

HOW Franklin would chuckle if he could escort his mother-in-law through the plant of any modern newspaper or magazine! She, at first—after seeing his printshop—refused him the hand of her daughter!

Improvement in publishing equipment has been gradual. Competition persistently swamped out old-fashioned methods today. Vital necessity has been the mother of inventions that have brought publishing to its present state of marvelous efficiency.

Remarkable Strides Perfected In Distribution of Publications

ONE of the greatest mechanical problems in the production of a modern periodical has always been its *distribution.* Before the ink dries the newspapers must be hurled through the mails and to distributors, in the shortest possible time. A few hours are allowed for the distribution of a publication that may have taken a month to prepare—and it *must* be done with absolute accuracy, legibility and speed.

Until a few years ago, even the largest periodicals had no other way of handling their addressing than by the old-style "mailing list" method. Much more time was needed in correcting and adding to it than in actual addressing. Mistakes and illegible impressions were bound to creep in. The necessity of using the time of highly paid operators was another extravagance.

Lessons for All Departments of Printing and Publishing

THE experience of *The Outlook,* New York City, in modernizing its distribution problem is interesting to *"NPJ"* readers especially, because of the great strides-forward it shows. The system used which is essentially and mechanically the same as that used by many other periodicals, has been pronounced, after several years of trial, as remarkably efficient. It has resulted in a maximum of accuracy, legibility, economy and speed, and is coming into general use in both large and small plants—monthlies, weeklies, dailies and advertising literature.

Here, too, is a practical example of a publication which cannot afford to send out its issues in any way that indicates cheapness, but at the same time it doesn't want to waste any money.

The equipment consists of two Graphotypes and five Addressographs. Neither the cost nor the maintenance has been heavy. And it has cut the addressing department down to a staff of ten young people who—with the aid of the equipment—address and mail 100,000 issues weekly, besides sending out notices, advertisements and handling completely, every detail of work in the circulation department, with an average of accuracy of 99.4 per cent. The equipment and methods are brimful of practical ideas for all publishers.

List, Card-Index and Many Other Necessities are Combined

THE basis of the circulation system is a card index of indestructible metal address plate; this plate is divided into three parts: (1) The metal printing section, on which are embossed the name and address and any other data; (2) An index or proof card showing what has been embossed; and (3) a metal frame holding the printing section and proof card.

On the metal plate is embossed in block style the name, address, city and state. Above this, on the index card, appears not only a proof of this embossing, but the date of expiration, and various symbols that indicate whether the subscription has been a gift, that the subscriber has promised prompt payment on renewal, etc.

When *changes* of any kind are made, it is not necessary to emboss a new plate. They merely flatten out the old address, and re-emboss the new one over it.

The address plates serve as a complete alphabetical card index file. They are filed in steel filing drawers in card index fashion. The drawers fit into the Addressograph, thus feeding the plates automatically, without taking them out of the drawers by hand.

Classification Automatically is Secret of Unusual Usefulness

WITHOUT separating the plates, it is possible to *classify* the entire list of subscribers in various ways, and the Addressographs automatically select for imprinting only the classification desired at the time.

In *The Outlook* files, for example, the speed, economy and efficiency of the entire system depend largely on the classifications. Vertical metal tabs are inserted in notches in the tops of the address plates.

There are twenty-four different tabbing positions, and each plate bears a printed key on the index card of the entire tabbing plan.

The first twelve tabbing positions represent the months of the year in which subscriptions expire. The next four denote the years of expiration. The next three positions are as follows:

1. A gift subscription.
2. Renewal payment promised but not paid.
3. Former subscriber of another magazine recently purchased by THE OUTLOOK.

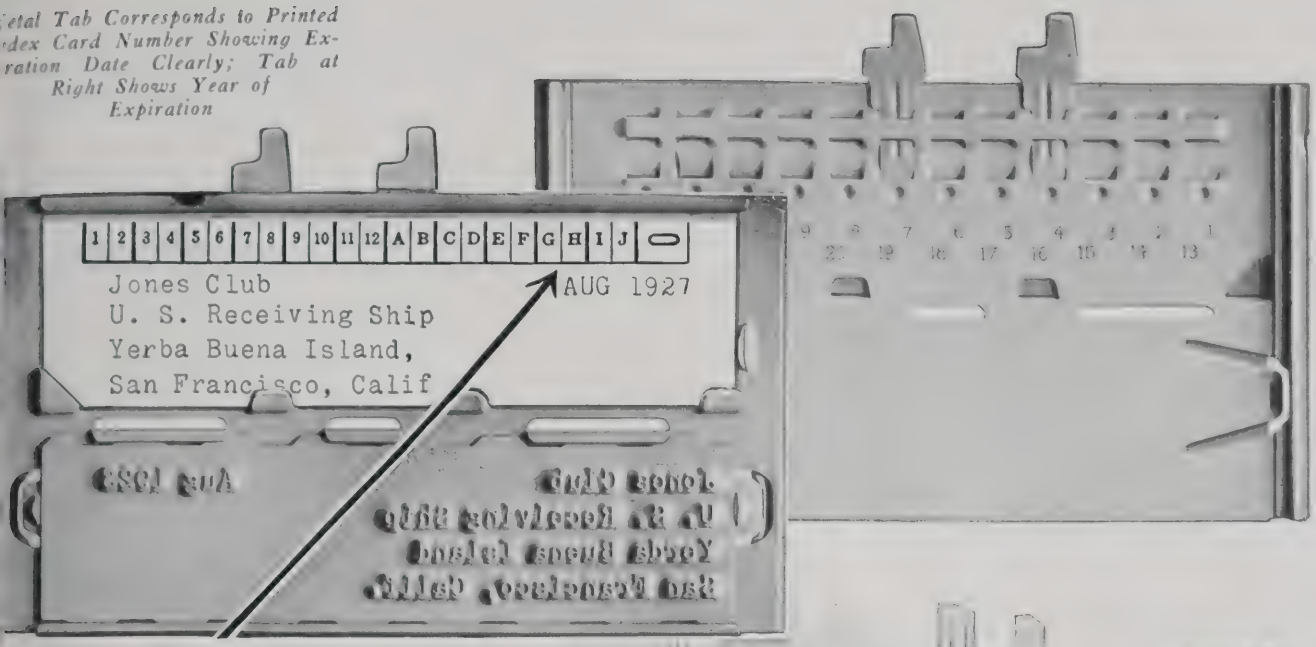
Handling a Subscription Record Is Completely Illustrated

LET us take a typical subscription. John Smith, let us say, subscribed in December, 1925, for one year. As soon as his address plate is embossed, a tab is inserted in the position for December, and another in the position for 1926. When the Automatic Wrapper Publishers' Addressograph is in operation in December, 1926, addressing wrappers, the Automatic Separator is set to operate when it comes in contact with these two tabs. Then, while the actual addressing is going on, the Automatic separator automatically pulls out the expirations, and files them in a separate drawer alphabetically, leaving the other plates untouched.

The same tabs are used in addressing expiration notices. The Automatic Selector is set for the proper positions, and then automatically the Addressograph addresses notices to the right people skipping all the rest.

The device is entirely automatic in operation. It imprints addresses on a wrapper 11¾x13 inches. A large roll of paper is fitted into the machine, and passes through the rollers over the printing position and under a knife that cuts the individual wrapper from the roll immediately after it has been addressed. The machine prints the return address and postal permit on the wrapper besides addressing it. Each roll of paper contains material for about 7500 wrappers. *The Outlook* uses about ten rolls weekly, as 75,000 of their hundred thousand readers have their copies addressed on this machine.

The entire operation of addressing is continuous. The plates are loaded into



etal Tab Corresponds to Printed dex Card Number Showing Expiration Date Clearly; Tab at Right Shows Year of Expiration

'ABS IN VARIOUS POSITIONS DENOTE:

◈ ◈ ◈

E—A Gift Subscription; F—Renewal, Promised Payment; G—A Special Offer; H—A Special Offer; I—Former Subscriber to Publication Now Merged With Outlook; J—A Special Offer

TYPICAL ADDRESS PLATES FOR LIST TOPPING 100,000

Vital Information for Addressing, Mailing, Advertising, Follow-Up, Renewals, Collections and Other Work at Hand

ıe machine a drawerful at a time, and nloaded after addressing without halting the mechanical operation for one econd. Yet, if the paper becomes exausted before the operator stops the achine, it stops itself automatically and stantaneously.

The complete job of addessing and tting the 75,000 wrappers each week done by two boys in their teens in irteen working hours, everything included.

The remaining 25,000 copies of *The utlook* are sent out in bulk packages. hipping labels are addressed for these ackages on a motor-driven, ink-print ddressograph, and the boys address two hours the required 4,000 labels.

In bulk packages containing more an thirty magazines, mailbag tags also ust be addressed. They are also addressed on this device.

In order to preserve a mailing record, ıe entire file is put into the device and ıe names and addresses imprinted on alley strips. These galley strips are ept as a permanent mailing record to neck against packages which are reorted as lost.

our-Year Follow-Up Used; nd, Once, a Fifteen-Year

FORMER subscribers who fail to resubscribe are kept on file *four years!* uring this period they are approached ery three months. *The Outlook* has nclusively proved that *former subscribers are real prospects for at least our years.* They recently made profitble a circular campaign to old subscribers who had not subscribed for *fifteen* years. Even after the four years, provided the prospect has still not subscribed, a card file is kept of the address plates taken out of the file.

The Outlook bases much of its success on its systematic direct mail campaigns to advertising prospects A list of five thousand current and prospective *advertisers* over the country is embossed on address plates. These are classified in the files alphabetically under five territories: New England; Eastern States; Central States; Pacific Coast. Offices are maintained in Boston, New York, Chicago and San Francisco to reap the benefits of the campaigns. Every week a fifth of the entire list receives a sample copy of *The Outlook*, so that the entire list is covered every five weeks. The list is also circularized frequently.

The Addressograph files furnish, of course, a complete list of subscribers. In addition to this the galley proofs of the plates are bound in volumes and numbered consecutively.

Costs, Efficiency and Other Items Affected by System

THE management of *The Outlook* has found its profits increased through the use of this system in its circulation department, through remarkable reduction in costs. The Supervisor of the Addressing Department states: "The cost of service on our Automatic Wrapper Addressograph has been practically nothing." Besides the obvious reduction in addressing costs through the elimination of a large force of workers, there is also the even more satisfactory economy coming from greater accuracy and speed.

"SWEEPINGS" STARTED HIM A' PRINTING

Missouri Publisher Confesses Temptation Which Got Him into Newspaper Career

By HARRY C. WEBSTER

HOW many of the old-time printers remember the time when type was not so plentiful, and, like all else, was less costly—as in these days, and when many small country print-shops did not take the trouble to pick up the stray letters which dropped to the floor in the course of the day's work, but when they swept the next morning, carelessly scooted these "silent messengers of thought" out the back door with the scraps?

Since you have asked me to say how I came to be a printer-journalist, I may say that therein lies on the causes which led to this writer to become what is known as a printer's devil.

Back in 1873, (your readers will know how old we are, pretty soon!) a practical printer of those days, Charles Hoyt by name, ventured to start a little newspaper in the town of Utica, Livingston county, Missouri. Hoyt was modest, and so his first sheet was a four page issue, the pages being about 8x10 in size. It was named the Utica *Missouri Herald,* and was distributed by means of a boy to the town subscribers.

It was once said that the Editor Hoyt could stand in the door of his office and distribute the town mail without undue fatigue, but he persevered, and the columns of the little paper were well supplied with advertisements of the business men of the community, set in the non-informative way of that period.

Paper Reaches Stock Company Stage, and Career Goes Onward

THE paper soon passed into the hands of a stock company, the total amount of stock being $200, divided into shares of $25 each. It passed into other hands, and in 1874-5 was in charge of Prof. Hugh W. Sawyer, principal of the Utica schools.

It was at this stage that the writer, a boy of 12, first found a few stray types in the sweepings of this office, which was in charge of a brother of the professor, a harum-scarum young man who did not value the material as we do now. The possession of these bits of broken metal aroused in the breast of the boy the ambition to be a printer, and he continued to gather up bits of metal until he had a handful of the treasures. Having dared to go into the office at one time, he beheld the instrument used in assembling the type, *the stick*, and immediately was possessed with the idea of having one of his own. Not knowing any other way, he proceeded to whittle one out of pine, and for years afterwards this wooden stick was preserved as a relic of boyhood days.

Having obtained the consent of my parents, I at last was permitted to enter this office as a "devil," and was at once duly initiated into the mysteries of the black art, by having my face and hair well plastered with black and blue ink, which remained until it wore off.

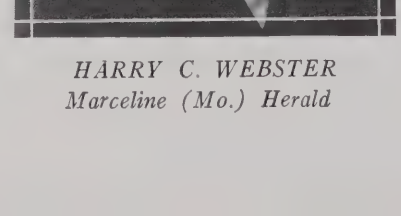
How His Distributing Sins Were Eventually Covered Up

BEING interested, it did not take long to master the "case" and the first "take" I was given was a long announcement of the St. Louis *Globe*, set in solid brevier italic. This made three or four sticks, and when the time came to distribute it I was given the job.

And it was distributed a great deal as the drunken compositor once said, "Go (*hic*) *to your respective boxes* (*hic*)!" For italic was somewhat of a puzzle to the new beginner, who promptly got all the "y's" in the "h" box and made many other mixing blunders.

Well, afterward I had the misfortune or good luck to "pi" the entire case, and so it was not discovered what a poor distributor I was!

Prof. Sawyer was then my teacher as well as employer, and I attended school, with the proud distinction of being allowed to leave the room at any time, to work in the office. For this work I was to receive $2.50 a week, and made 50 cents additional by "rolling" for the Washington hand press.



HARRY C. WEBSTER
Marceline (Mo.) Herald

This press work was almost always done at night, and Charlie Sawyer, who pulled the press, was able to imitate closely the scream of a panther. About 11 p. m. when we were nearly ready to quit, he sometimes would let loose one of these blood-curdling yells, which almost froze the blood in my veins, and made me afraid to go home alone.

Learns How to Manufacture Tintypes as Well as Newspapers

AFTER this the office fell into the hands of R. F. Risley, who in addition to being a printer was a photographer, and had his studio in front of the print shop, which latter was only subordinate to the picture business. This gentleman was to give me the munificent sum of one dollar a month for six months to work for him, after which I would be supposed to have the trade learned and to be worth more.

I had an experience of thirteen years that during the six months I would be more of a nuisance than a benefit. Perhaps I was, but during the time I succeeded in learning how to take a ferrotype, or "tintype," as the picture was then known, and knew also how to flow collodion on a glass plate for the real photograph.

And four of the dollars came to me largely in the form of orders on the store and $2 was really in cash, though not at one time!

At the expiration of my "apprenticeship" I greatly desired to own a watch. Risley had one, a big silver hunting case, and agreed to let me have it for, I think, $20 worth of work. So this represented about what I received for the first year's work in a print shop.

By this time I thought I knew about all there was to know about the art preservative, and persuaded my father to go with me and buy out the $200 stock from the several shareholders. We had the paper for 35 years.

I had a experience of thirteen years in St. Joseph, Mo., during which period I learned that I as yet knew little about the printing business, and my training there was valuable to me later. I had a great deal of practice in news work.

Meeting Up With Press Association Men One of Bright Spots in Work

IN 1899 I was impelled, by force of circumstances, to return to my first love, the *Herald* at Utica, where I remained until 1908, my office being destroyed by fire during that time. I then associated myself with the *Bee* at Brammer, for five years, when the *Herald* Marceline was launched.

One of the bright spots in my newspaper work in Missouri has been the association with the gentlemen composing the press of the grand old state, through the Missouri Press Association, of which I have been a member since the early eighties. These men have done much to develop the resources of the state.

What Does Advertising WANT : : ?

Survey Throws Light on Problem Before All Newspaper Men

FEW newspaper advertising problems have been discussed more during the past few years than the question of merchandising service. Very little specific information has been available.

This situation inspired a detailed survey on the part of the Association of Newspaper Advertising Executives.

A questionaire that was sent by the A. of N. A. E. to national newspaper advertisers and to advertising agencies listed all of the various forms of merchandising service that are offered by newspapers, regardless of whether the average newspaper advertising manager considers those functions within the scope of proper newspaper activities.

THE person receiving the questionaire was requested to check all forms of service that he considered to be proper functions for a newspaper to undertake in the interest of national advertisers.

The second question requested that the kinds of service checked be numbered "in the order of their practical value."

After the numbering was completed, the third question read, "If the cost of merchandising service were included in the advertising rate, would you still desire all of the features of service that were checked under the first question? If not, please designate the kinds of service that you still would desire."

This last request was designed to determine the value that advertisers and advertising agencies actually place upon newspaper merchandising service.

A particularly noticeable feature of the survey was the fact that the questionaires were answered, in nearly all cases, by chief executives. While the letters were addressed to the firm, a surprisingly large number of the questionaires were routed to the president and answered by him. This was particularly true among the advertising agencies.

THE following suggestions covering merchandising service policies are based upon a detailed study of the individual questionnaires received and upon an independent study of the problem during the years of its development.

AGENCIES & NATIONAL ADVERTISERS VOTE on "NEWSPAPER CO-OPERATION"

Digest of the Returns in 165 Replies From 260 Agencies and 400 Advertisers to Advertising Managers' Association

GROUP "A"—CONSIDERED PROPER BY 50% OR MORE

Ranking	Function	Considered Proper By	Practical Value By	Willing to Pay
1.	General Market Statistics	82%	44%	52%
2.	Specific Market Surveys	73%	48%	50%
3.	Trade Route Lists	71%	32%	49%
4.	Selling Dealer Tie-up Advertising	64%	24%	42%
5.	Publishing Dealer Paper	53%	7%	29%
6.	Letters of Introduction to Trade	50%	8%	22%

GROUP "B"—CONSIDERED PROPER BY 15% TO 50%

Ranking	Function	Considered Proper By	Practical Value By	Willing to Pay
7.	Introducing Salesmen to a Few "Key" Dealers	48%	13%	20%
8.	Arranging for Window Displays	40%	12%	17%
9.	Provided Advertising Portfolios	33%	5%	12%
10.	Letters at Advertisers' Expense	33%	5%	.....
11.	Preceding Salesmen to Merchandise Advertising	25%	10%	14%
12.	Broadsides at Advertisers' Expense	24%	5%	.....
13.	Letters at 50-50 Expense	18%	1%	.....

GROUP "C"—CONSIDERED PROPER BY LESS THAN 15%

Ranking	Function	Considered Proper By	Practical Value By	Willing to Pay
14.	Installing Window Displays	13%	4%	6%
15.	Distributing Stickers, Counter Displays, etc.	13%	1%	6%
16.	Letters at Newspaper's Expense	12%	3%	.....
17.	Broadsides at 50-50 Expense	11%	1%	.....
18.	Introducing Salesmen Generally	10%	1%	3%
19.	Broadsides at Newspaper's Expense	6%	1%	.....
20.	Managing Sales Crews	3%	1%	1%
21.	Selling Merchandise	2%	1%	1%

The proposals are not official suggestions from the A. of N. A. E., as they have not been presented to the directors or membership for approval or rejection. They should be accepted merely as the conclusions of the individual who summarized the questionaires:

1. Frankly admit that all merchandising service is included in the advertising rate in one form or another. Nearly every advertiser and agency man pointed out the fact that the cost must necessarily be a part of the newspaper's overhead.

2. Since the cost of all service is in rate, confine activities to those functions that the newspapers can perform cheaper or more efficiently than the advertiser can do them for himself. Eliminate as economically unsound, all functions that the advertiser can handle to better advantage for himself.

3. Frankly tell the advertiser or the agency man what you will or will not do. The average buyer of space is satisfied if he is getting reasonable service and if it is all of the service that is available to any other advertiser under similar circumstances. A definite, but courteous, refusal usually is acceptable but an indefinite refusal opens the way for bargaining.

4. Give honest and efficient service when it is promised and employ men who are capable of providing it. The most common complaints against newspaper merchandising service are that it is much more extensive in the promise than in the fulfillment and that important activities are placed in the hands of office boys and other inexperienced persons. The survey showed plainly that advertisers and agency men have the newspapers "spotted" and they know where honest and efficient service is available and where the service becomes largely imaginery after the account has been secured.

5. Do not permit merchandising service to be the principal sales argument in soliciting national business. Any experienced buyer of advertising space knows that a salesmen who has as sales arguments character, prestige, circulation reader interest and confidence, dealer influence, advertising censorship, advertising lineage and other fundamentals

will not make merchandising service the backbone of his solicitation. All newspapers possess some of these factors or they could not exist. If a salesman talks service as a primary argument he is placed in the position of notifying the buyer that his paper does not possess the fundamental factors that determine advertising results, while as a matter of fact the paper no doubt has merit as an advertising medium.

6. Do not give service to the new advertiser that is not available to the old customer. Do not permit any advertiser to be justified in calling merchandise service "taxation without representation" as one prominent national advertiser described it. Neither should service be given to the advertiser who is hard to sell if the same service is not available to the regular advertiser upon whose account the sales cost is already very low.

AND WHAT WAS THE RESULT?

ADVERTISING gets results, but not always the expected ones. The following illustrates that unfamiliarity with the language of the trade, or with that of shoppers, may put a weak spot into an advertisement: A baker at Yokahama, Japan, wishes to advertise to English customers and used this copy: "The Biggest Loafer in Town." He wanted to impress the prospects that he was an important baker and a large one.

EXCHANGES are ANGELS

Editor of Famous Weekly Pays a Tribute Where Some Folks "Cuss"

By EUGENE LEONARD

THE Good Book says something about "entertaining angels unawares". The inference of recent commentators is that this means something like this: Don't get sore because some one calls when you are busy and have just started to do an important "must" job; or, when a huge pile of mail comes in; or, when a salesman of a printing supply house drops in during the busy end of a week or a day—for, he or it, may, indeed, carry something very useful and needful, *if you'll give him a chance to "speak".*

The following is taken from the editorial page of the Whitewater (Wis.) *Register,* one of the oldest and best-known weeklies, with a fine job office, in the middle north-west; it will be far more than interesting to readers of *"NPJ",* whether working in some small plant, or pushing buttons in a big newspaper-printing institution:

"FRIENDS THAT COME ON FRIDAY"

EVERY Friday the *Registerman* holds a reception in his office. Old and faithful friends are there from all parts of the state. They are the exchanges, and one by one they step from the wire basket on the desk to greet us and pass on, more or less maimed, to the wire basket on the floor.

"These newspaper have every bit as much personality as people. Whether the personality is that of the editors, the communities or a bit of the atmosphere of the shops from which they come is not always to be determined—perhaps they reflect something of all three.

"How different these papers are! One we have in mind is very lady-like in its tone. The news is there in stereotyped sentences, no girl was ever married out of that community but what she was fair and blushing; none dies, apparently, except the shining mark.

"Typical of another group is a paper that runs to clothes but seldom offers anything of interest to be extracted by our painless process. As it opens up it appears to be full of live stuff but it's all veneer, much is made of little and the meat, if found, is well-nigh tasteless.

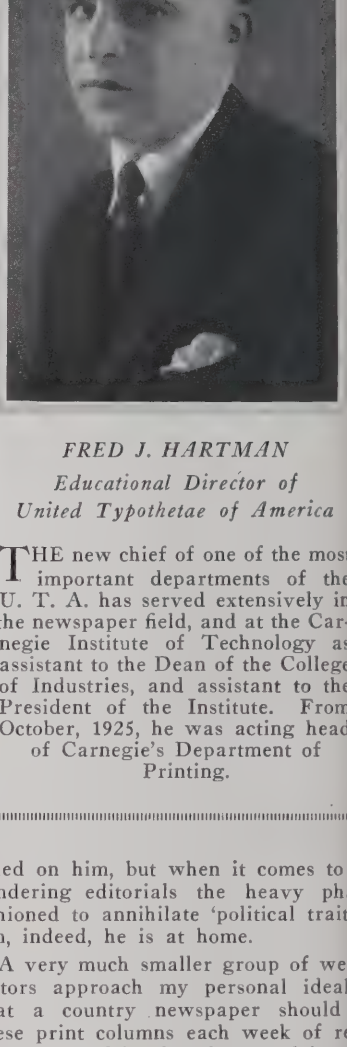
"One of our cherished guests is magnificently dignified. It reminds one of the leading citizen of a small town, the big man wearing spats and a silk hat. If not that then it is the mauseleum in a modest country church yard. There is stuff in this paper, lots of it, issued in metropolitan style.

"Another is a happy-go-lucky sheet. The editor is careless but a 'good fellow' and sure to have one or two toothsome morsels in the conglomerate that make it worth while to dig through the debris of local ads and clippings. And then there is the paper gotten out by a gentleman of the Old School. Obviously he is not the spry newsgatherer he probably was in his youth; it is obvious also that the task of soliciting advertising has palled on him, but when it comes to the thundering editorials the heavy phases fashioned to annihilate 'political traitors' then, indeed, he is at home.

"A very much smaller group of weekly visitors approach my personal ideal of what a country newspaper should be. These print columns each week of readable matter of local and general interest. The English is simple but effective, the proof reading is excellent, the tone is fearless but not radical, and sincere loyalty to the community radiates from every issue.

"From time to time I have the privilege of visiting the homes of these weekly callers, and *it is always a matter of interest to see how accurately the town or shop or scribe reflects the periodical produced."*

R. K. COE
Editor, Whitewater (Wis.) Weekly Register



FRED J. HARTMAN
Educational Director of United Typothetae of America

THE new chief of one of the most important departments of the U. T. A. has served extensively in the newspaper field, and at the Carnegie Institute of Technology as assistant to the Dean of the College of Industries, and assistant to the President of the Institute. From October, 1925, he was acting head of Carnegie's Department of Printing.

PER EDITOR'S ORDERS : : :

THE telegraph editor of a large western newspaper complained to a country correspondent who omitted names in his stories. He wrote the man that if he neglected this essential detail in his next yarn he would be discharged.

A few days later the editor got this dispatch:

"COMO, COLORADO, June 8.—A severe storm passed over this section this afternoon and lightning struck a barbed-wire fence on the ranch of Henry Wilson, killing three cows—their names being Jessie, Bossie and Buttercup."

LARGE NEWSPAPER'S "TEAM-WORK" HELPS LITTLE BROTHERS GET ADS

. . .

St. Louis Tabloid a Samaritan in Large Area

By EDGAR WHITE
Macon (Mo.) Republican

WHEN a large part of the Pike's Peak highway across Northern Missouri was mainly a dirt road, family of tourists, consisting of a nan, his wife and little daughter, was dventuring a spring journey between he two great western rivers that border he state. There were occasional bad places, where a farmer and his mules vere as friends in need—for a considera-ion!

West of the state divide the travelers truck a long stretch of mud on the Chariton bottoms. A man and his big Missouri mules awaited, and when the car stopped he hitched his team to the front end and drove along through the mire without the making of any formal contract. On the higher ground the team was unhooked.

The tourist reached for his wallet, but he owner of the team smilingly waved t aside *and held out two one-dollar bills o the man in the car!*

"What's that for?" asked the amazed ourist.

"I own the land on both sides of the oad."

As the car started up, the farmer hrust the two bills in the little girl's ands.

The traveler considered the queer ac-ion of that farmer for many miles, then suddenly turned to his wife.

"I understand it now," he said. "That nan has the big idea! He is right! He's made up his mind that he'll make em say good things instead of bad. This nan is thinking about the increase in value of his land when the tourists say t good word instead of cussin'."

THE tale sounds fantastic, of course, but there is a unique publication in Missouri that is doing something on the same principle, and for the same pur-pose. It pays real money to small town store keepers and newspaper publishers o write experience stories for their own benefit, and gives them the publication for nothing! The reward comes in the building of more business in Missouri and the border states—in the creating of greater interest in constructive advertising and the adoption of modern methods of merchandising.

DAVID R. WILLIAMS
Editor of "Team Work" Published for Merchants and Newspaper Men by St. Louis Globe-Democrat

Team Work has become a "household necessity" in store and printshop.

George R. Baker, manager of the *Twice-a-Week Globe-Democrat*, is the father of *Team-Work* and *Team-Work Doctrine*, and Dave R. Williams, his right hand, is the editor and inspirational genius.

When the chautauqua is on at the village the big sales of seats are for the days when nationally known characters are on. The public follows the same principle in its buying. The local newspaper and the local merchant are encouraged to grasp the big opportunity afforded for increased business by getting in line with big-league advertising, and reaping its benefits like the chautauqua management does with nationally-known characters.

Team-Work's popularity and service are largely due to its "experience meet-

GLOBE-DEMOCRAT CO-OPERATIVE MONTHLY GETS TO 665 Live PUBLISHERS & 9,000 MERCHANTS

ings"—the narration of plans used successfully by the store-keepers.

Big city merchants, captains of industry, financiers have expressed willingness to contribute to Dave's "experience meeting," but the editor shakes his head.

"They never could tell how to open up a stock of boots and shoes, clothing for all, and groceries, on Main street, in Blue Bells, and make a go of it," said *Team-Work's* editor, "and that's what our people want to know. *The only way to get it is from the fellows who do it.*"

"But it's such a little thing—your Team-Work."

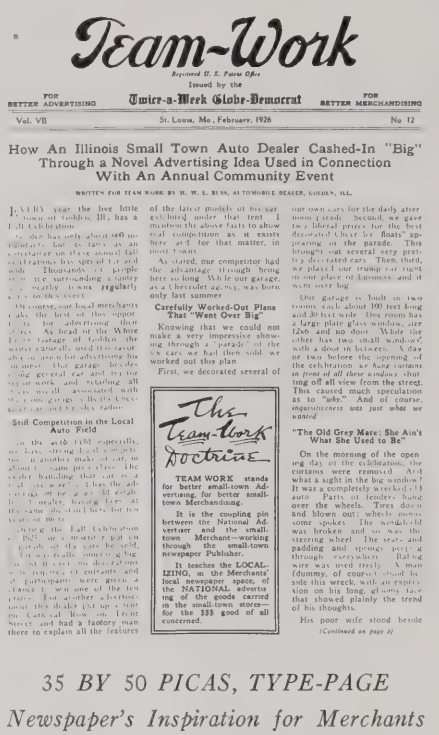
Well, Napoleon wasn't a giant.

TAKE a recent story about a drug merchant at Ft. Smith, Arkansas. He had a weakness for dogs, just like the writer of this sketch. It was known this man liked dogs and kept a full line of nationally advertised remedies for dogs, and he made this advertising productive by coupling it up with his own advertising in the local paper. Being a dog lover, the druggist was able to suggest certain remedies and to give advice about the treatment of invalid dogs. This druggist wrote to *Team Work*.

"Dog owners are loyal customers. They like to patronize a man who owns a dog and knows something about dogs. There are a great many dogs in this town, and this branch of our business is increasing steadily."

Bad roads in winter when the farmer can't get to town, and the mail order catalogue, are the bane of the country merchant's life. A hardware merchant of Paris, Mo., told *Team-Work* how he got around the problem. He had his printer print some circulars giving prices on articles that could be sent out by rural carrier, and mailed them to farmers on all the carrier routes out of town. The local dealer's quoted prices were as low or lower than the mail order catalogue, and his personal guaranty was with every article sold.

"But for that plan I would have sat around the stove most of the winter waiting for customers," the merchant wrote. "I not only developed a good mail order sale, but when the roads were fit to travel many came in and bought goods we listed in the circulars. It demonstrated that the local merchant has as good a chance to sell his stuff as the mail order house if he uses the same method. If the foreign concern can get its goods over the bad roads, certainly the local merchant can also succeed."



Team-Work

Registered U. S. Patent Office

Issued by the

FOR BETTER ADVERTISING — Twice-a-Week Globe-Democrat — FOR BETTER MERCHANDISING

Vol. VII — St. Louis, Mo., February, 1926 — No 12

How An Illinois Small Town Auto Dealer Cashed-In "Big" Through a Novel Advertising Idea Used in Connection With An Annual Community Event

WRITTEN FOR TEAM WORK BY H. W. E. BESS, AUTOMOBILE DEALER, COLLEN, ILL.

Stiff Competition in the Local Auto Field

Carefully Worked-Out Plans That "Went Over Big"

The Team-Work Doctrine

TEAM WORK stands for better small-town Advertising, for better small-town Merchandising.

It is the coupling pin between the National Advertiser and the small-town Merchant—working through the small-town newspaper Publisher.

It teaches the LOCAL-IZING, in the Merchants' local newspaper space, of the NATIONAL advertising of the goods carried in the small-town stores—for the $$$ good of all concerned.

"The Old Grey Mare; She Ain't What She Used to Be"

35 BY 50 PICAS, TYPE-PAGE

Newspaper's Inspiration for Merchants and Community Publishers Small but Strong

AS to the influence of *Team-Work* on the local merchants the writer had this experience: One cold, snowy day the office "drafted" him on the advertising run.

"You won't get much," the manager said, "but you can let 'em know we're still in business."

The first ten men had their copy ready! With the snow swirling through the streets that was an amazing thing. One man explained:

"Got *Team-Work* yesterday, and it gave me an idea that I worked out last night."

It was the same with all of them. The little sheet had given them something to think about.

HERE'S the circular letter *Team-Work* sends out to its merchant-contributors, and which has resulted in a flood of valuable information from a source that has hitherto been covered only by professional writers, but rarely discussed for publication by the men actually on the job:

"MR. MERCHANT:

"Won't you sell us a short article for *Team-Work?*

"More than two-thirds of *Team-Work's* 14,000 readers are small-town merchants. Naturally, therefore, we want most of all to print helpful, practical short articles by small town merchants.

"We can buy any quantity of theoretical articles by professional writers who live in the large cities, and who never stood behind a small town store counter in their lives. But we don't want to print any theories in *Team-Work*. We do want a lot of *experience* articles by actual small town merchants.

"We pay writers whose articles we print a liberal price immediately after publication. And never mind about pretty writing. Just give us the facts, the same as if you were talking to our readers or were writing them a letter.

"Hoping to hear from you soon, and thanking you for helping us out, we are,

"Yours sincerely,

"TEAM-WORK."

TEAM-WORK goes to over 9,000 merchants in Missouri, Illinois, Arkansas, Kentucky and Tennessee, and to 665 small town publishers. These form a working organization to tie up with the advertisers whose products are being given publicity in the *Twice-a-Week Globe-Democrat.*

Oh, yes! There's another feature about this little publication with the big idea. The last page of it is the funny page—full of real humor, with pictures. The reason for this is the store-keeper will take it home for the kiddies, and once in the house the whole family reads it, and there they sit in council, husband, wife and the little ones, and discuss the many new ways of making a dollar as they gather from *Team-Work* and its contributors.

HE DOES HIS WORK FOR THE LOVE OF IT

THE professional man is an amateur. An "amateur" is one who "does a work because he loves it." He loves his work for its own sake. He does it because there isn't anything in the world he would rather be doing. He does it well because he cares about it enough to give it all his attention and all his devotion. And, he also loves his work because he believes that through it he may serve the best interests of his fellowmen—and he loves them with a deep sincerity that is the dominating motive of his life—*Association of Professional Men's Clubs Quarterly.*

THE first accounting was done by cutting notches in a stick. Then came two sticks called "tally," for both creditor and debtor. When the day of settlement came both sticks had to have the same number of notches. Tellers in banks were first known as tally officers.

FAIR VISITOR: "And so you work in the composing room! Won't you sing something you've composed, please?"—*Christian Advocate.*

ERRORS! ERRORS! WHO MAKES THE ERRORS!

Oregon Educator Analyzes Work of Fifty Editors and Shows Up Their "Weaknesses"

By PEGGY PERKINS

IS NEWSPAPER English improving—in *quality?* A survey of fifty periodicals of Oregon leads C. J. IcIntosh, of the faculty of the depart-ent of journalism of the Oregon Agri-ultural College to the opinion that it is, ut that there are common errors which re being repeatedly made.

The results of the survey have been laced before the Oregon State Editorial ssociation.

"The mistakes that are being made ow are not those of a few years ago," Ir. McIntosh declared. Not one of the fty editors made the old-timer, 'took is departure for' for 'left for.' Most litors write 'died' and 'married' rather an euphoneous synonyms."

"Motored" is the most overworked erb substitute for "drove," "went," or, some editors suggest, "autoed."

THE bulk of the errors found occurred in out-of-office sources—correspondents, news syndicates, publicity gencies, and occasional forum contributors. The copy prepared by editors nd reporters was, in general, much eer from error. The copy of the correspondent and the forum writers contained the highest average of mistakes. *ot only is this copy poorly written, ut is does not seem to be so carefully dited* as the office, syndicate and publicity copy, according to Mr. McIntosh's ndings. He lays the greatest crudeness the marriage and funeral writeups.

The errors of the Oregon press should indicative of those throughout the ountry for, in this new state, editors nd reporters have been drawn from any parts of the United States.

In all, 191 clippings were taken, 49 owing correct usage in difficult situaons, and 142 showing errors. Verbs led e list with a total of 63 errors, while e other mistakes were classified as follws: Pronouns, 15; adverbs, 12; conjunctions, 19; adjectives, 5; prepositions, 5; nouns, 2; wrong meaning, 25; ulty structures, 9; and 6 particularly vicked" spellings.

THE nature of the verb errors proved instructive. The greatest number curred in the verb number as governed subjects representing group words, nown in our schoolboy days as "collective nouns." In many instances the inds of the writer and editor seemed have been on the object of the intering prepositional phrase instead of e group subject word. Neither did writers appear to distinguish between the "united action" purport and the "divided action" idea—as "the jury is agreed," but "the jury are disagreed." The other verb errors included wrong singulars and plurals, mistakes in active and passive voice, in past and present tense, in participial phrases and in subjunctive mode.

C. J. McINTOSH
Department of Journalism
Oregon Agricultural College

MR. McINTOSH was recently named Chairman of the Committee to Compile a Style Book for the Oregon State Editorial Association

The subjunctive mode, so the survey indicated, is almost as *passe* with the press as it is in literary writing. It appeared seldom, but was occasionally used to excellent advantage to distinguish between clauses that concede the point and those that either deny or take it as uncertain. "If he be a man he will play a man's part," wrote one writer, showing that he knew how to express uncertainty. Assume that the writer had said "If he *is* a man," indicating that he believes he is, or "If he *were* a man he *would have played,*" thus strongly denying that he is a man, and it is apparent how clear the opposite meaning may be made by the subjunctive.

"The subjunctive has real values," Mr. McIntosh declares, "and if it is to be saved, it seems the press will have to save it for contemporary literary writers do not seem to know that it ever had a place in good writing."

Reports of the evolutions trial in Dayton, Tenn., carried error after error which illustrate a common mistake in tense. "The defense attorney said that the world *was* round." is an example of the error found in secondary clauses after verbs of saying, teaching, etc. The exception to the general rule that the secondary clause verbs agree with the primary clause verbs in tense, is that all present and continuing truths are expressed in the present tense.

THE dangling participle continues to give trouble, and several examples were clipped. "Leaving in a drenching rain, the weather did not portend—" is an illustration. The safe rule is to put the real subject modified by the beginning participle before any other noun or pronoun in the follow-up clause.

Between five and six letters is the average Oregon newspaper word, showing that the press believes with the author of old, "A little word is like apples of gold in pictures of silver."

GETS DOUBLE RATES by SHOWING MERCHANTS A "HOWE" PLAN

Prominent Member of N. E. A. Says It's Easy to Sell Local Merchants Really Good Ideas

By VERNETTE T. BARTLE

WITH the co-operation of seventeen local merchants a successful venture into community weekly advertising was recently launched by Henry E. ("Hank") Howe, editor of the Prairie du Chien (Wis.) *Courier.*

The publisher made a guarantee to his advertisers to send one issue of the *Courier* into every home in the Prairie du Chien territory; and accordingly, a paper was mailed to every box number on every route covered by carriers in Crawford county and in the northwestern section of Grant county.

To meet this increased cost of distribution, it was necessary to double the price of advertising from 25 to 50 cents per column inch for the one issue. Realizing, however, the larger field into which their advertisements were going, the Prairie du Chien merchants responded to the plan heartily. *Over*

PUBLISHING costs for this edition of 4,000 copies amounted to approximately $285, or the same amount as the printer would figure on job work. Deducting $35 as a coverage to regular subscribers, the net cost of the production of the issue was $250. While the publisher admits that he was probably $25 short the estimated price, he thinks that the profit is well invested as a sample copy proposition.

All merchants entering the advertising group for this issue seemed satisfied in the results, and they never were backward in expressing their opinions.

To make the plan an even greater success for the advertiser, Mr. Howe had several large show cards printed and distributed to each of his patrons. The cards were of heavy white pasteboard and were approximately 11 by 22 inches in size. Across the top of each the following legend was printed in bold face type:

PRAIRIE DU CHIEN'S
3 BIG DAYS
January 21, 22, 23
WONDER
BARGAINS

EACH merchant advertising received two of the cards with his advertisement pasted directly below the legend; and two to four additional cards on which the advertiser might attach samples of articles played up in his advertisement, were given. These cards were displayed by the merchants in their show windows and around their stores so that people would be attracted to the stores which were advertising, rather than to the ones that were waiting to benefit by the advertising of their fellow merchants.

Mr. Howe conducted a similar, and equally successful, special plan late in April in connection with a three-day bargain sale in Prairie du Chien.

He says that he is glad to contribute this little experience story in the interests of fellow publishers and fellow readers of *"NPJ"*, and chiefly for the purpose of giving testimony that frequently the community weekly publisher has only to ask for special advertising rates (combined with a useful a readily-understood plan of merchandi ing) in order to get it.

"It is surely worth all it costs t merchants—in this case, double the o dinary rate—as they couldn't circulari their trade territory so thoroughly three times the expense," said M Howe.

IF St. Paul lived today he would be newspaper man, says Pope Pius X And if he had been a copyreader, t "And now abideth faith, hope, charit quotation would be headed: "Chari Tops List of Primary Virtues, Asse St."—*Life.*

JULIUS W. MULLER
Editor, The Linotype Bulletin

IN HIS early years, Mr. Muller was city editor of the New York World; city and managing editor of the New York *Press*, and later advertising manager and assistant publisher. He has been editorial manager of the McClure Newspaper Syndicate, American staff correspondent of *Stars & Stripes*, and has contributed to leading magazines and is the author of a dozen books.

HE'S GUN-SHY ON CONTESTS FOR SMALLER NEWSPAPERS

Publisher of Suburban Weekly Seeks Higher Light on Circulation Building Contractors

By FRED L. HOOK

THERE is a subject I would like to see discussed in NATIONAL PRINTER-JOURNALIST, and that is the question of subscription contests for small or weekly newspapers. I have heard them condemned at press association meetings and in various newspaper trade magazines, and I still see some papers putting on contests and claiming that they made good on them.

I was recently told of a Wisconsin weekly newspaper that went "broke" on a subscription contest. The paper got a large long-time subscription list that it could not carry it on what little revenue the contest managers left.

A REPRESENTATIVE of a subscription contest manager, who has been putting on a contest for a nearby paper, called on me and tried to picture to me the wonderful work he could do for me.

"Why," he said, "we will add a thousand new subscriptions to your list, some of them for five, eight, or ten years each."

There is just the rub, it seems to me —commissions, prizes, contest costs, etc., would take the money for these five, eight, and ten year subscriptions, and *all* I would have to do would be to furnish the subscribers with their papers.

"You'll have to print about so many papers all that time, anyway," he said, "so it won't cost you much more to print a few more."

But I can't see it that way.

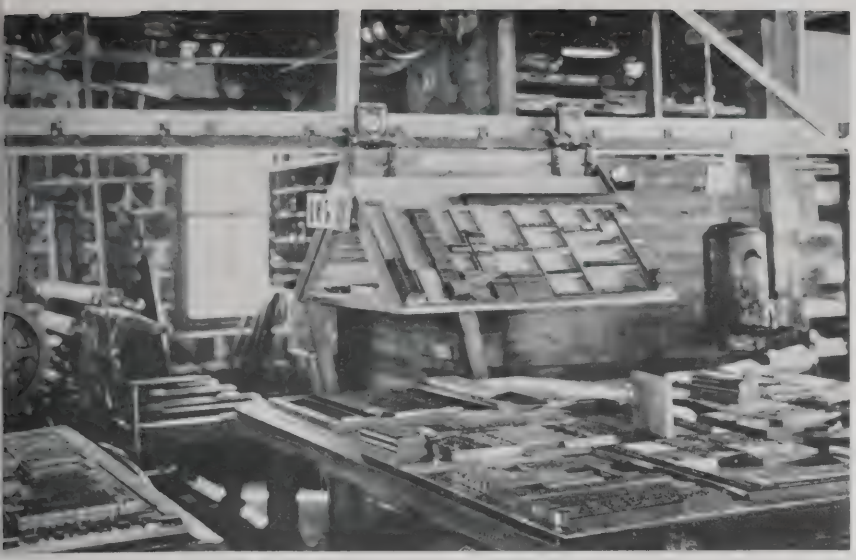
To cap the climax! The contest man wanted me to guarantee him expense money to the sum of $1,200 to put on the contest. Did he want me to guarantee that I would pay for his own proposition if he was not able to make good on it?

FRED L. HOOK
Publisher, South Milwaukee (Wis.) Weekly Journal

I was never able to get my custom to put up a cash bond to insure tha would come out all right when I ma contracts.

Of course, there are many differe plans for such contests and circulati drives. And, as I said, one constan hears about community newspap which made good with them.

I would be glad to find out fr brother publishers whether I am tak the right stand on newspaper subscr tion contests or whether I am just misguided amateur. (ED. NOTE: M Hook's invitation has our "second." fair discussion is in order.)



"SEABOARD AIRLINE" of the HOMESTEAD (Fla.) ENTERPRISE
Illustrating the Trolley Make-Up Rack in Position to Be Guided Over the Various Stones of the Lively Printery

FIGHTING NEWSPAPER HAS AN "AIR-LINE"

Useful Doings of Pioneer Florida Twice-a-Week in a Suburb of Miami

By DIRK P. DEYOUNG

A COUNTRY weekly in a pioneer state does not always have an easy row to hoe. The Homeead (Fla.) *Enterprise*, is one exception. It has prospered like the Rose of haron ever since it was founded by oseph A. Kahl in 1912, long before the esent Florida real estate boom began s booming.

Located in the Redlands District of lorida, famed for its citrus fruit, its burban homes, and its fine all-year imate, it is founded on a rock—like e house mentioned in the parable—ral rock in fact.

Homestead, a thriving city of 5000 habitants, is to Miami what Pasadena to Los Angeles, both residential and ricultural centers for an adjacent imate and health metropolis. It is e hub of the Redlands district, southn terminus of the Dixie Highway, arting point of the Overseas Highway over the Florida Keys to Key West, d the center of large tomato, avocado, d grape-fruit industry.

The present owners of the *Enterprise* ok hold of it in 1915—that is, the raw family. A. C. Graw, the father, d charge of it until recently when his n, G. LaMonte Graw, took the reins om his pater's hands. For a number years it was published as a weekly, t of late it appears twice a week—Tuesdays and Fridays—carrying about 150 columns per week. The staff comprises about ten men. The same concern also has a newspaper at Coconut Grove, Fla., (the *Times*) where they also do a large job printing business.

THE *Enterprise* has minced no words in denouncing the things which it considers wrong or in praising things which it thinks right. It has been especially active in a campaign against land frauds, the campaign instituted by the paper resulting in halting the first and last attempt at fraudulent land selling in the Redlands district. As a consequence, the *Enterprise* job and newspaper shop is the largest in Florida on the mainland south of Miami.

The news editor of the *Enterprise* is John C. McAuliffe, a former city editor of the Augusta, (Ga.) *Chronicle*, and post master of that city for six years. G. LaMonte Graw, present publisher, is the secretary of the Homestead Rotary Club, director of the local golf club, country club, hotel company, and other organizations, a typical newspaper man with his finger in every community pie.

G. La Monte Graw's greatest contribution to the country Fourth Estate is the *"Seaboard Air Line,"* a labor-saving device which his foreman estimates reduces make-up time in the shop by more than twenty-five per cent. This invention consists of a sort of a cable trolley running from the ceiling, shiftable to all parts of the shop, and carrying enough material to make up eight or ten pages. It is a very simple device with the stones set in a straight line under the track, allowing use of the hanging make-up rack over any of them.

"MORE BUSINESS FOR THE CUSTOMER," THE BEST THEME

THE secret of success, in the case of the larger printing establishments, lies in their ability to hire specialists in selling and advertising, who are constantly developing ideas and presenting them to clients who can use them. But the smaller establishment can, in a smaller degree as justified by conditions in their community, make use of the same method. The printer himself, or someone associated with him, can make a specialty of this end of the business, devoting perhaps but a part of his time to this work.—Neale M. Anderson, "ANTIDOTE FOR PRICE BUYING," *American Printer.*

BUILT FOR PERMANENCY AMIDST "MUSHROOMS"
From This Plant a Machine-Gun Style Fire Has Been Effectively Directed Against Land Frauds and Sharks

National *Send An Idea*

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

MANAGEMENT : ACCOUNTING

PRICES FOR TWINE AND ROPE

THE PENNSYLVANIA ASSOCIATION recently made a survey of the prices being paid by some of their members for twine and rope. The report showed a wide range of prices. Several Southern N. P. A. members had contracts on twine and rope at very low prices, but advances have been made recently. One Southern N. P. A. member is using 2-ply seisel, made in America, at 19½ cents per pound, which is the same price now quoted on 3-ply jute, f. o. b. mill. This member finds he gets more yardage in 10-lb. balls of seisal which works out cheaper than jute at the same price.

CHARGING FOR HOLDING FORMS

HAVING COMPLETED the first order, the printer has fulfilled his contract and is entitled to distribute the type as soon as he sees fit. If he keeps it standing on the chance of a re-order, he has a perfect right to charge full price for the reprinting, for if the customer had taken the order to another printer he would have had to pay for resetting the type. The printer may, however, give a reduction of about five per cent of the composition to clinch the order, but he is not bound to do this. If the job is held at the customer's request, he should be informed what it will cost him for holding it. This should be about two-thirds of the original composition, provided the re-order is received within two or three months.—*The Howler, W.P.A.*

OVER-RUNS & UNDER-RUNS? WHO PAYS?

ACCORDING TO MODERN business practice, it is proper for the printer to charge a customer for an over-run of printing, in addition to making the regular charge for the job, based on the original estimate of cost, says the *Printers' Album* of the Challenge Machinery Co. In like manner, the printer is to make an allowance for an under-run of work, in cases where the full number of pieces specified in the contract have not been produced.

Of course, a progressive printer seldom produces an under-run of work, as he always orders a sufficient amount of stock to allow for a reasonable number of spoiled sheets. It sometimes happens, however, that an unusual number of sheets for a job are spoiled in presswork, or by accident, and in every such instance the printer should bill the customer only for the exact number of pieces delivered.

Over-runs of printed matter are frequent in the average printing plant, and as a rule, such over-runs are essential to prevent the breakage of reams of stock. Often in the case of long runs of printing it is necessary for the printer to order a certain number of full reams of stock, and this may result in an over-run of several hundred finished pieces, over and above the number of pieces called for by the customer's order. The printer has every right to bill for the over-run, whatever amount it may be, as this is a standard practice in the trade.

In the case of an exceedingly long run of catalogs, booklets, pamphlets, and similar work, or work in several colors, it is necessary for the printer to order a considerable amount of extra stock to provide for the spoilage. The cost of this extra stock should naturally be incorporated in the original price for the job. If the spoilage is not as great as anticipated, and a considerable over-run results, it is fair business practice for the printer to bill the customer for the over-run.

CUT EXPENSES—NOT PRICES!

TODAY A PRINTER WHO has been in business for many years called up to tell us how bad competitive prices were. He said he was facing a loss of about a thousand dollars this month and that he was seriously considering reducing his prices all along the line "to get the work," as his wages and expenses were running as high as ever. As near as can be found ou there is only 70 per cent of normal volume available in th market. Therefore, if all printers reduce their price level they will still only get 70 per cent of the normal number hours, but the price of those hours will be without profit. course, each printer would rather get 100 per cent normal pr duction; so, thinking only of himself, he goes after it by r ducing prices. The printer that he takes competitive wo from reduces his prices to meet the competition. The wo mills around from printer to printer, the price declining all t time—and the buyer only is benefited. Naturally, you will sa "But, I must pay my wages and expenses." Sure; but in agine, please, that all printers are saying and doing the sam as you. Is there any other way to meet the situation? Onl one. Economize in expense in every possible way and be sati fied with 70 per cent of normal production at decent price "Cut expenses—not prices."—*The Galley Proof.*

REPORTERS & EDITORIAL WRITERS; the DIFFERENCE

MILWAUKEE (WIS.) WISCONSIN NEWS

A STUDENT of journalism asks "What's the difference between reporters and editorial writers?"

Briefly the difference is this: A reporter is sent out to observe, ask questions, write and describe or "report" what he sees and hears.

An editorial writer stays in the newspaper office and writes what HE THINKS or thinks he thinks about events of interest to the public.

Often the editorial writer is a newspaper man grown too old or too stiff in the mind to be a good reporter.

Usually editorial writers write to give the paper a certain appearance of solemnity, as you hang crepe on a door, not with any idea that the editorial will be read, or the crepe worn by anybody.

A really good reporter makes the best possible kind of an editorial writer, if he will take the trouble to read what is worth while, and THINK as he reads. A good reporter SEES THINGS CLEARLY and describes them SIMPLY.

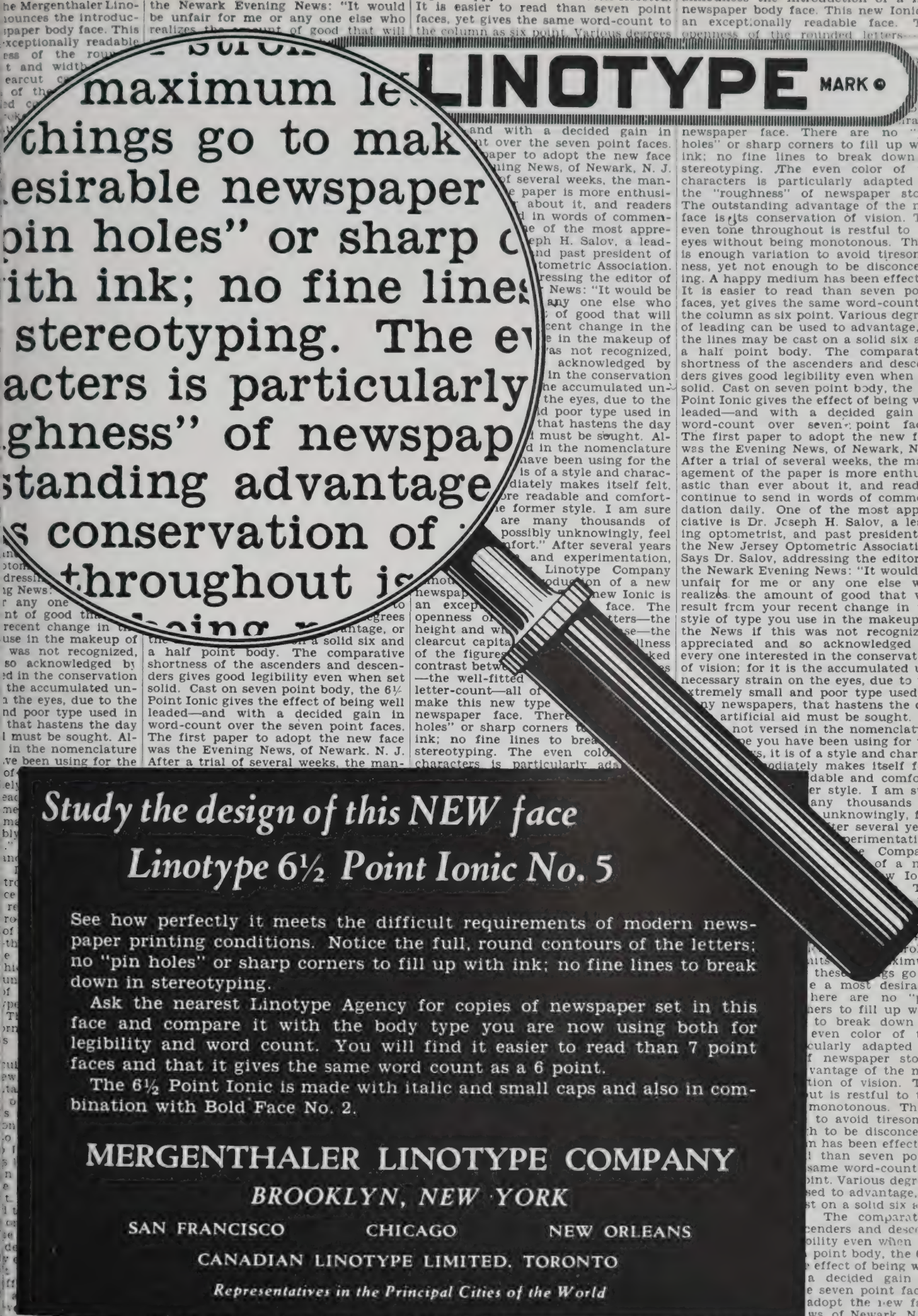
That's all there is to newspaper work. Whether you see a fire, murder trial or flood CLEARLY, getting an accurate picture of it in your mind and DESCRIBING IT SIMPLY in plain, good English, or whether you look over a national situation, see THAT clearly and describe it simply, it is the same kind of mental work.

Charles A. Dana and Joseph Pulitzer were good editorial writers because they were born reporters. They had eyes and could tell what they saw.

GOOD WILL PLUS PHYSICAL VALUE

THERE IS NO REASON why a printer or why a newspaper—or combined plants—should not show a business-worth consid erably in excess of physical appraisal. For example, Dodg Bros. last year paid $79,341,318 extra for good will. The sam buildings, inventories, real property—all could have bee bought elsewhere for $79,341,318 less than the Dodge pla brought. But the buyer found for sale—something that mone couldn't buy!! Dodge Bros. had to earn that $79,341,31 worth of goodwill. They couldn't buy it. They had to mak it. Slowly, laboriously through the years it was accumulated Buildings, equipment, machinery!!! For sale everywhere—but an accumulation of goodwill is what commands a super price.

The purchasers of the Dodge company apparently bough this thing—goodwill—but let them endeavor to trade upon i worth, slacken the tight reins of reliability and service whic attach it to the name Dodge, and their $79,341,318 investmen can dwindle to nothing in a season.


LINOTYPE MARK
maximum le
things go to mak
esirable newspaper
pin holes" or sharp c
ith ink; no fine lines
stereotyping. The ev
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ghness" of newspap
standing advantage
s conservation of
throughout is
Study the design of this NEW face
Linotype 6½ Point Ionic No. 5
See how perfectly it meets the difficult requirements of modern newspaper printing conditions. Notice the full, round contours of the letters; no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping.
Ask the nearest Linotype Agency for copies of newspaper set in this face and compare it with the body type you are now using both for legibility and word count. You will find it easier to read than 7 point faces and that it gives the same word count as a 6 point.
The 6½ Point Ionic is made with italic and small caps and also in combination with Bold Face No. 2.
MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED. TORONTO
Representatives in the Principal Cities of the World

"NPJ" ROUND TABLE
(CONTINUED)

The Virtue of Scepticism

WE are a credulous people, taking us as a whole. The charlatan and the quack flourish in our midst, and we pay them handsomely for the privilege of being deceived by their impossible promises.

The sceptic is never popular, but he performs a most useful function in any society. Nobody enjoys having his illusions shattered, and few of us are sufficiently civilized to be grateful to the man who reveals our follies and self-deceptions. But the sceptic doesn't expect to be popular. He is content if he succeeds in making a few people think for themselves.

Scepticism should be one of the cardinal virtues of a professional man. Not the scepticism that destroys rational faith and saps the vitality of enthusiastic idealism, but the scepticism that always puts the truth above personal comfort and scorns to purchase momentary happiness at the price of intellectual integrity. — Professional Men's Quarterly

BOOKS AND PUBLICATIONS

NEWSPAPERS IN COMMUNITY SERVICE

By *Norman J. Radder,* Associate Professor of Journalism, Indiana University; dedicated to *Willard G. Bleyer,* "Teacher and Friend," head of the Journalism department, Wisconsin University; $3.00; McGraw-Hill Book Co., Inc., New York.—The author of *Newspaper Make-Up and Headlines,* in his newest contribution to the really valuable literature of the American newspaper, proves in a striking and, indeed, fulsome manner, that the community newspaper of this Country has on the whole a far more valuable place than merely "printing local news," or making a living for its owners and executives.

The book tells the stories of newspapers that are doing things in their communities. It will prove an eye-opener to certain critics of the press, especially of the country press. It ought to help side-track more and more the "sob" poems, jingles and alleged jokes about the country editor. The volume is the first, to my knowledge, which offers an adequate account of the real services being performed by newspaper executives for their communities, all over this Country.

Prof. Radder's book is an account not only of some of the outstanding instances of community service on the part of newspapers, but it is also an attempt to analyze methods. *Its object is to show how the editor may act most effectively as the head and center of progress in the town, city and county.* For the editor, the book should have some value also in that it is suggestive of innumerable feature articles dealing with agriculture, business, parks, playgrounds, civic improvements, schools, housing, health, charity, etc. Placed in the hands of a reporter, the book should serve to sharpen his sense for constructive feature stories.

The contents are very completely classified. The possibilities in community service for the newspaper man are, first, taken up in eight chapters covering as many different classes or departments of community service already accomplished, with the names of the papers: *Stimulating Civic Pride, Developing Parks and Playgrounds, Pointing the Way of Agriculture, Fostering Education and Entertainment, Housing and Health, Constructive Charity, The Editor as a Crusader, Information and Advice,* and *The Welfare of the Newsboy.*

Under Part II, *Ideals and Methods,* are these chapters: *The Obligation of Service, Formulating a Service Program, Carrying Out a Service Program; List of Books on Municipal Problems,* and *List of Magazines.*

Even the close student of the journalism of this Country will be agreeably surprised at the many examples of splendid community service in every section, as evidenced by this book. It is valuable in many other ways.—*J. L. M.*

THE LANGUAGE OF ADVERTISING

By *John B. Opdycke;* Introduction by *Percy S. Straus,* vice president of R. H. Macy & Co., New York (department store) $3.50; Isaac Pitman & Sons, Toronto, Can.—This finely illustrated and covered book is evidently intended for students of advertising, whether workers or aspirants. Of course, no one is without interest in its contents. There is an absence of the "text-bookishness" which so many volumes in this field carry. It is very readable. Mr. Straus says the author has written "a case book for advertisers" and calls it a distinct contribution to the closer co-operation between education and industry by interpreting the product of the advertising writer from the dispassionate viewpoint of the college instructor. The book shows an actual knowledge and experience. To my mind, it will prove to be a real text book on preparing advertising for anyone who is interested enough to read it, over a more or less extended period, and who will try to absorb instead of seeking a short-cut—always a vanity, at best. And, it is bound to remain as a valuable hand and reference book.—*L. E. M.*

PRINCIPLES OF PUBLICITY

By *Glenn C. Quiett* and *Ralph D. Casey,* Associate Professor of Journalism, University of Oregon; $3., D. Appleton Co., New York.—Here is a book which will closely interest everyone in the newspaper: printing field, as well as those engaged in getting publicity for individuals, institutions, churches, etc., etc. Its purpose is to be a how-to-do-it manual of practical information on how to write and handle publicity, with a full analysis of what the publicity worker can do and how he does it. The authors first define the functions of legitimate publicity and what services are to be expected from it. Then tell the publicity worker how to deal with the various newspaper executives. Next are a number of chapters on the technique of writing news and feature stories and the use of pictures. Discussion follows of important media other than the newspaper—the pamphlet, the trade journal, the house organ. Two very important chapters are on the use of motion pictures and the exhibit for publicity purposes. The remaining section deal in separate chapters with the special problems of publicity for business organizations, educational and philanthropic organizations, churches, and civic associations. The concluding chapter presents all the elements in planning a publicity campaign.—*E. E. M.*

THE BOOK OF HOLIDAYS

By *Harry Spencer Stuff;* The Times-Mirror Co., Los Angeles, Calif.—Very useful as well as ornamental, being a record of all holidays, holy days, fast days, festivals, bank holidays, other legal holidays; and, furthermore, complete in important information as to the origin, sources, customs, etc., pertaining to these events. The volume is of value, obviously, to editors. No doubt it will prove useful to printing salesman who have learned to work out special and timely ideas for customers and prospects.—*J. L. M.*

ASSOCIATION PROGRESS

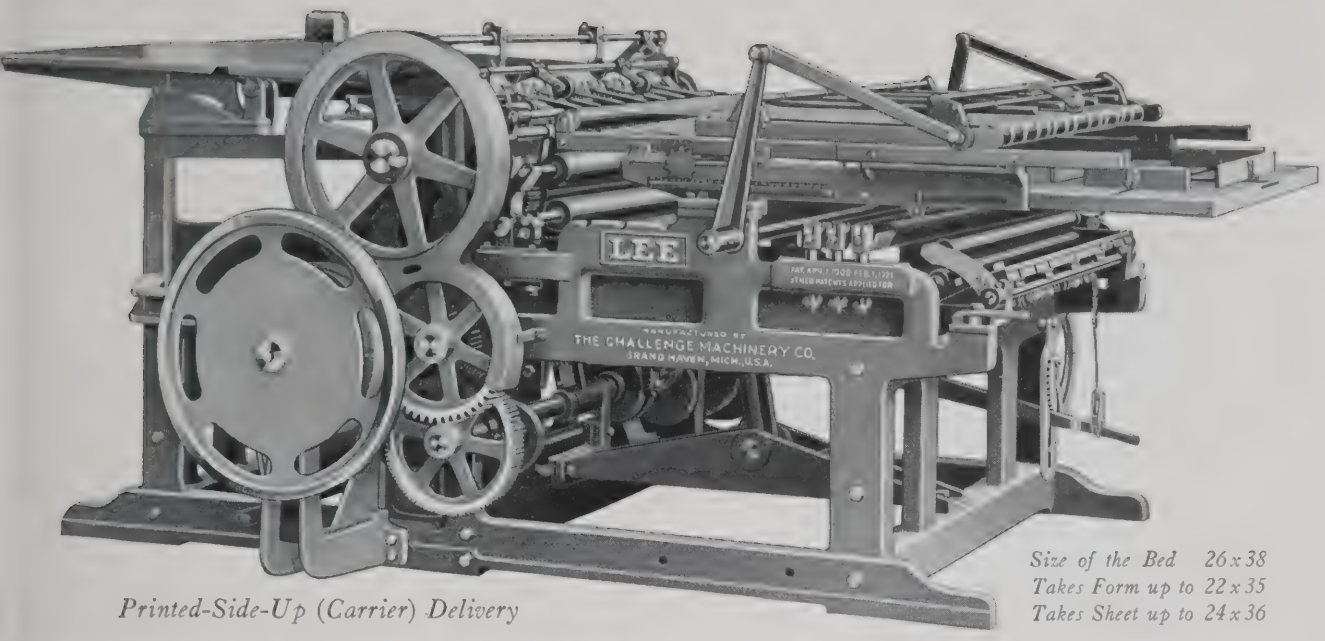
ROSES AMONG THE THORNS

During My Tenure of organization experience I have seen members lose good-sized orders and then loan their standing forms to the successful competitor that his sure loss would be changed to a small profit.

It has been my pleasure to see members loan their best workmen; do work for their competitors; rent the "other fellow's" equipment rather than buy now; send experienced workmen out to repair machines, or explain the intricacies of newly installed equipment, and in numerous other ways prove that the spirit of co-operation is real friendship.

About ninety days past Ed Meisenheimer was stricken and taken to the hospital; the news was published in the *Sentinel,* and that very morning I received seventeen telephone calls; all of identical tenor, and asking: Did I know he was sick; how sick was he, and so on.

Less than five weeks ago Tom Boehm was taken to a hospital for a major operation; on the fourth morning of his confinement one of his competitors telephoned me and said: "I think it would be a fine thing if the Trade Binders and Rulers would send Tom a few flowers." Only one call to each com



Printed-Side-Up (Carrier) Delivery

Size of the Bed 26x38
Takes Form up to 22x35
Takes Sheet up to 24x36

The Lee Two-Revolution Press

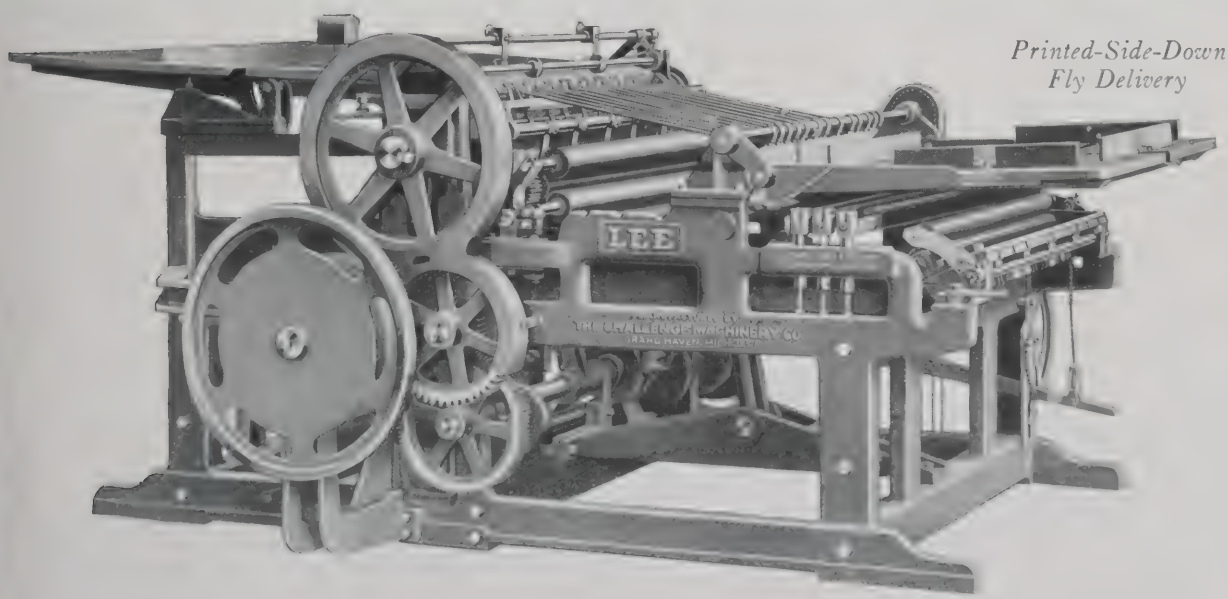
is now made in two styles of sheet delivery, viz:

Printed-Side-Up, or Carrier Delivery
Printed-Side-Down, or Fly Delivery

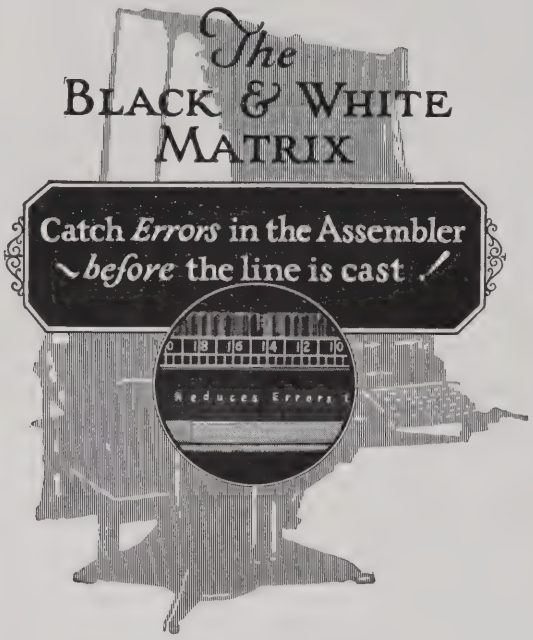
Both presses are of the same size, the only difference in their construction being in the method of delivering the sheet after printing

WRITE US OR ANY LIVE SUPPLY DEALER TODAY FOR COMPLETE SPECIFICATIONS AND PRICES

The Challenge Machinery Co. Grand Haven, Michigan
Chicago New York



Printed-Side-Down
Fly Delivery



If Every Line Set was O.K.?

WHAT a great life it would be in the composing room if there were no errors, no corrections. The worry, the strain and most of the *loss* would automatically disappear!

Every error saved comes closer to the ideal condition and actually saves real dollars and cents. The Black & White Contrast Matrix will actually save a minimum of 25% of *all* typesetting machine errors.

With errors so numerous and so costly can you afford to ignore a sure remedy — a remedy that proves its effectiveness right in your own plant before it costs you a penny?

Write for complete information! Or better still, ask us to *prove* to your satisfaction that we can save at least 25% of *your* errors. There is no obligation either way.

MATRIX CONTRAST CORP.
33 West 42nd Street
New York

"NPJ" ROUND TABLE
(CONTINUED)

petitor was necessary to secure the needed cash, and each ma wanted to give more than was required.

Thus you must readily realize there are roses as well a thorns in organization life.—*From "Roses and Thorns," an ad dress by Henry M. Ellis, Managing Director, Milwauk (Wis.) Typothetae.*

Dates for Printer:Publishers

June

NATIONAL EDITORIAL ASSOCIATION, June 30, July 1-2, Los A geles, Calif.
TEXAS PRESS ASSOCIATION, 10-12, San Antonio.
MASSACHUSETTS PRESS ASSOCIATION, 12-14, Falmouth, Cape Co
UTAH PRESS ASSOCIATION, 18-20, Tooele.
KENTUCKY PRESS ASSOCIATION, 24-26, Pineville.
ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVE 20-24, Philadelphia.
ALABAMA PRESS ASSOCIATION, 2-4, Auburn.

July

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFT MEN, 26-31, Philadelphia, Pa.
SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 6-8 Ash ville.

August

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGER 25-30, St. Paul, Minn.

September

GRAPHIC ARTS EXPOSITION, Sept. 19-Oct. 1, 1927, New York Cit

October

INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATIO 22-23, Detroit.
UNITED TYPOTHETAE OF AMERICA, Book Cadillac Hotel, 16- Detroit.

12,000 *USE JOURNAL ROOMS IN* 1925

The Milwaukee (Wis.) *Journal* has opened to the public new meeting room with a capacity of seventy-five perso The *Journal* now has four meeting rooms in its new buildi which are open to the public for civic and community gath ings, without charge, in addition to a number of conferen rooms which are used for overflow meetings. These roo which range in seating capacity from a dozen to 300 perso are assigned through the paper's Public Service Bureau.

During 1925, 152 distinct groups, totaling approximat 12,000 persons, held meetings in the building. Each group counted but once. Commercial and retail groups; women's ganizations; ministers; radio, science and photographic clu landscape gardeners; optometrists; cosmeticians; automob dealers; boy and girl scouts; campfire girls; organizations voted to sports; state newspaper associations; fraternal ganizations; teachers and church parties—these are but a f of the many activities represented by organizations meeting the building.

Newspaper Contests

TO REWARD ADVERTISING PROGRESS

THE BONNET-BROWN CORPORATION, Chicago, has announc a trophy-reward open to all National Editorial Associati members, for notable progress in newspaper advertising. three-foot silver cup is the prize, to be presented at the I Angeles annual convention in June. The conditions:

Competing newspapers must submit:

First: A sworn statement showing comparative Advertisi for the years 1924 and 1925.

Second: Sample Advertisements of any size but covering series of the same or similar lines of business for two yea

It is these specimens that will be judged for the impro ment that a newspaper has made in the quality of its lo Advertising.

A point system will be employed in making the award. this basis:

Attractiveness of layouts and illustrations—20 points.

Attractiveness of typography—type selection, rule work, placing, etc.—20 points.

Attention-getting value of copy and its appeal—20 points.

"NPJ" ROUND TABLE
(CONTINUED)

Greatest percentage of increase in advertising lineage during 1925 over 1924—40 points.

Trophy will become permanent property of the newspaper winning it three times in succession.

Contest closes June 1st, 1926.

CORING NEWSPAPER CONTESTS

THE SCORE CARD of the judges in the recent Colorado Edi-rial Association contest for the best *editorial page,* is illumin-ing and will prove useful to other associations. The papers ere judged on the following basis:

10 *Scope*—choice of subjects and material.
10 *Suitability*—for community, other pages of paper.
10 *Originality*—of content and utterance.
30 *Leadership* in the community.
30 *Literary excellence.*
10 *Mechanical appearance.*
(The whole page considered.)

The various papers graded as follows on the different ises:

	Scope	Suitability	Originality	Leadership	Literary Excellence	Mechanical Appearance	TOTAL
amosa Journal	9.1	9.2	8.7	26.1	25.7	8.5	87.3
udre Valley	8.5	9	8.2	24.7	23.2	7.7	81.3
ateau Voice	8.2	9	8.1	24.3	22.5	7	79.1
ton Herald	7.6	7.9	8.6	22.5	21.3	8.5	78.4
mar Sparks	7.9	8	8	20	24	8.2	76.1
eamboat Pilot	8	8	7.5	21.7	23.6	7	75.8
eblo Indicator	7.7	7.5	7.6	18.7	21.1	5.3	67.9
lams Co. Republican	7	7	6	21	18	5	64.0
mison News-Champion	7	7	6.1	18	19	3.7	60.8
ly Cross Trail	6	7.2	7	20.3	16.5	3.6	60.6
ttleton Independent	6.2	6.7	5.6	20.3	15.6	6	60.4
owa Press	5.6	6.1	5.5	13.6	16.5	4	51.3

HAT ARE CONTEST WORTH?

BRISTOW ADAMS, in a recent issue of The Journalism Bulle-, the organ of the Teachers of Journalism, writes: "Some rsons decry these contests. Where they mean the mere pin-ng of a blue ribbon on a winner, much as the prize is awarded the largest hog at a county fair, they are worse than value-s. But when they include a definite discussion of the merits demerits of a paper, a presentation of the reasons for the ard, and a detailed discussion of the points which prompted relative ranking of the papers, together with a written re-rt on the whole contest and on each paper which receives ribbon, they cannot fail to have a value, even though judg-nts may have many fallibilities. I have made many such ards and have survived even to the extent of doing the ne thing again in the same place, to the extent of twice in rida, for example, three times in New Jersey, four in Ohio, d six in New York.

'Many of such conferences and contests are held in con-ction with meetings of press associations. This form of ex-sion is exemplified at its best in Ohio, where the state uni-rsity is host each year to two statewide associations of news-per men—the Buckeye Press Association for weeklies, and Associated Ohio Dailies—in the principal annual meeting each.

'The University of Kansas holds an annual roundtable Kansas editors; Kansas State invites the editors for spe-l occasions; Cornell has held a two-day or three-day an-al conference for the past six years in connection with Farm-Week. After 1926 it is to be divorced from that occa-n and made a separate convention in May. Minnesota holds wo-day short course for country editors early in May each r. Wisconsin holds them.

'Missouri held its sixteenth journalism week in 1925, and se sixteen weeks are as superlatively good as are the 33 letins issued by this institution which does 'no extension work journalism.'

'Nevada is host to the midwinter meetings of the Nevada te Editorial Association. Oregan and Washington organize ual state newspaper conferences at the university to dis-s the problems of editors and publishers."

Revolutionizing Stereotyping for Printers

"We have received your sample sent us and tried it out. Must say that it works fine, and feel that a mat of this kind should revolutionize the stereotyping process."

So writes Mr. Alf. B. Schroeter, Publisher of the Karnes County News, Runge, Texas.

You, too, will find the Certified Cold process of stereotyping just as simple and as satisfactory.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can prove the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon below, and we will send you sample and full particulars without delay.

CERTIFIED DRY MAT CORPORATION

338 Madison Ave. New York City

For wet mat printing with DRY MAT facility—use Certifieds.

Made in the U. S. A.

Date.....

Please fill in, clip and mail Now

Certified Dry Mat Corp.
338 Madison Ave.,
New York, N. Y.

Gentlemen:

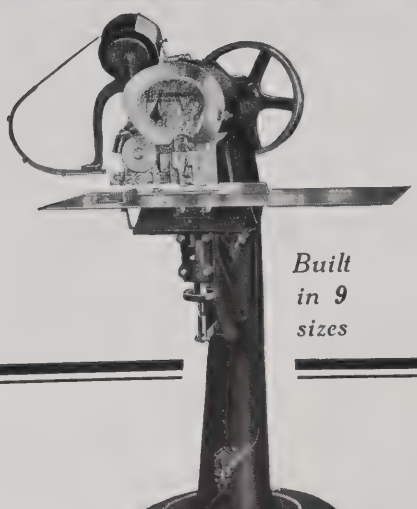
You may send us a sample of your Certified Printer's Mat, together with full instructions. There's no obligation on our part.

Name .....

Address ..... By .....

Title

ROSBACK
WIRE STITCHERS



Built in 9 sizes

Cuts the Cost of Stitching Booklets and Catalogues!

Your choice of 9 sizes for every variety of booklet and catalogue stitching.

The ROSBACK Wire Stitching can be depended upon to always give full claimed capacity.

Make 'em sit up and take notice. Cut your cost of production with a machine that knows no time out for repairs.

For sale by

F. P. ROSBACK CO.
BENTON HARBOR MICHIGAN

"NPJ" ROUND TABLE
(CONTINUED)

Association Elections

GEORGIA PRESS ASSOCIATION—President, Jack Williams, Waycro Journal-Herald; secretary, Folks Huxford, Clinch County News.

SOUTHWEST IOWA PRESS ASSOCIATION—President, Wayne Choate, Glenwood Opinion; vice-president, D. K. Brown, Harlan R publican; secretary, John M. Henry, Council Bluffs Nonpareil.

MARYLAND PRESS ASSOCIATION—President, Ridgely P. Melvi Annapolis Capital; vice-presidents, C. L. Vincent, Snow Hill Dem cratic Messenger; James B. Curley, Laurel Leader; secretary-treasure S. E. Shannahan, Easton Star-Democrat.

LAKE ERIE PRESS ASSOCIATION—President, R. John Spooner, Ea Aurora Advertiser; vice-president, Marc D. Johnson, Randolph Re ister; secretary-treasurer, E. M. Clemons, Depew Herald.

OKLAHOMA PRESS ASSOCIATION, Group 2—President, Samuel Timmons, Cherokee Messenger & Republican; vice-president, M Bert Campbell, Waukomis Oklahoma Hornet; secretary, G. C. La rence, Woodward Daily Press.

OREGON NEWSPAPER MEN'S CONFERENCE—President, Joe Thomison, Hood River Glacier; secretary, George S. Turnbull, Or gon School of Journalism, Eugene, Ore.

PACIFIC NORTHWEST CIRCULATION MANAGERS ASSOCIATIO —President,—David H. Smith, Portland (Ore.) Journal; vice-presider Frank E. Henderson, Vancouver (B. C.) Daily Province; secretary-trea urer, E. P. Hopwood, Portland (Ore.) Oregonian. Directors: W. Lyness, Tacoma News-Tribune; Murray Clark, Yakima Republic Herald.

Educational : : Notes

SUGGEST EASY WAY TO COLLECT DUES

FROM THE NEBRASKA ASSOCIATION bulletin: "George Gask of the Albion *Argus,* sends an excellent suggestion regardi the collection of dues. His idea is that publishers who do n feel that they can pay the entire amount be allowed to si trade acceptance due each three or six months, thus dividi the amount into two or four payments. Then all the secr tary has to do is to deposit these acceptances in his bank the proper time and they will run through the same as chec This plan is successfully followed by some commercial clu and other organizations. We are going to take the respon bility of putting this plan into effect. Their use does away w the necessity of extra bookkeeping. Credit will be given the full year's dues as soon as the signed acceptances are ceived and a membership slug will be sent. No statemer need be sent for installments. The acceptance can be through the same as a check when it is due. And it will be necessary to remember when installments are due. It all automatic. Statements will be mailed soon to all who delinquent for this year. It is likely that blank acceptan will be enclosed with the statements."

NEW: "THE COLORADO EDITOR"

EDWIN A. BEMIS, secretary and field manager of the Co rado Editorial association, is editor of a new publication issu by the association. The opening editorial says in part: "G morning—with this issue the Colorado Editorial Associat steps into the present day of progress and industry with its o publication. This publication is to be the instrument by wh the members may talk to each other. The bulletin will be u for the constructive activity of the members, for the upbuild of the most potent and necessary industry in this state— press. It is not going to work wonders at first, possibly ne but we believe you will enjoy getting it. It is to go free the members of the association, and to others for the presen

"The officers of the association have been criticised for t ing this step, but then no important and beneficial act was e committed that did not bring rebuke from a few, but we lieve the board of directors are broad minded and have eno business vision to carry on the work of the association for best interests of all the press of Colorado."

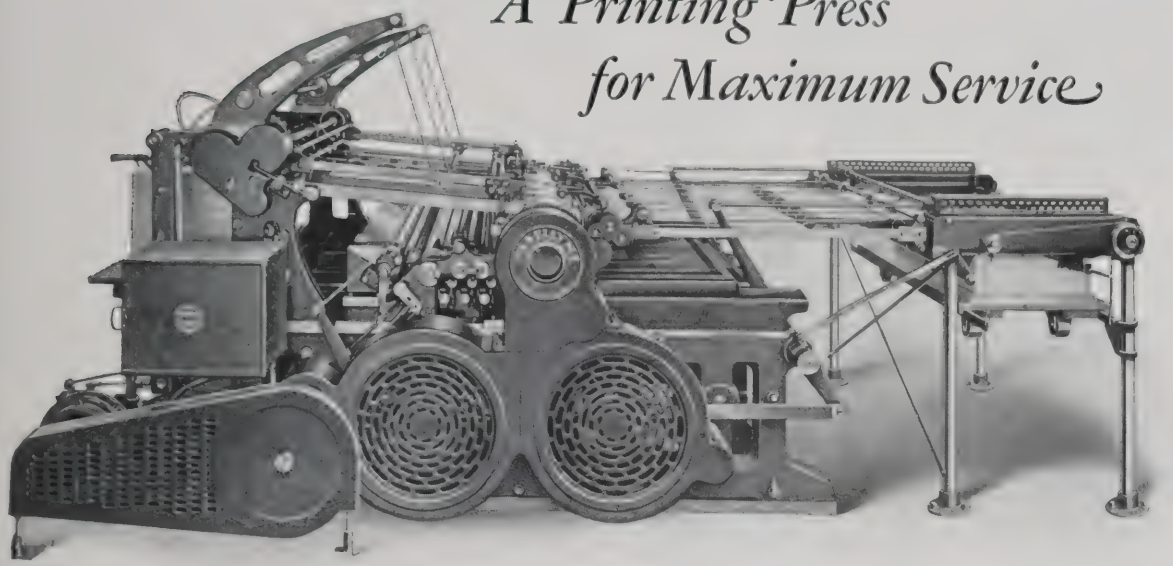
TELLS HIS READERS ABOUT ASSOCIATION

FROM THE RICE LAKE (Wis.) CHRONOTYPE, August F. En publisher: "A truer realization of the opportunities a ne paperman has to serve his community and his people co from attending such a convention as that of the Wisco Press association held at Milwaukee.

"There is much that a newspaperman should do for w there is no immediate pay. There are some things said done that it is best to tactfully overlook, and the editor's vi

The No. 2 Kelly Automatic

A Printing Press for Maximum Service



The Kelly Automatic Press No. 2, with Automatic Feeder, Extension Delivery and Electric Equipment
A Complete Printing Unit

High speed, perfect register, efficient distribution and every necessary printing quality are combined in the No. 2 Kelly Automatic Press. During several years operating experience the No. 2 has shown unusual ability in handling difficult forms and stock within its printing capacity. As a one-man printing unit the contribution to pay-roll economy is large. Installations have been made in all parts of the country and users have found the No. 2 an automatic in the true sense, a cost reducing unit of the utmost efficiency.

Bed measurement, 28½x35½ inches; double pyramid ink distribution with three form rollers; sheet, 22x34 inches; form covered by two rollers, 21x34 inches; largest sheet fed, 24x35 inches; smallest sheet fed, 8x12 inches; oversize forms up to 23½x34 inches; automatic double-rolling device; Maximum speed, three thousand impressions per hour.

For Sale at all Selling Houses of the

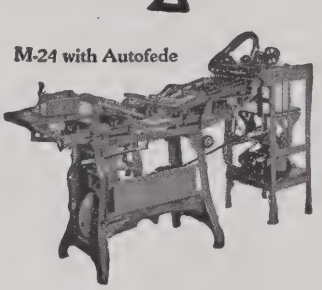
American Type Founders Company

Also by Barnhart Brothers & Spindler at Chicago, Washington (D. C.), Omaha, Dallas, Seattle;
Sears Company Canada Limited, Toronto-Montreal; Alex. Cowan & Sons, Ltd., all houses in Australia and New Zealand;
Canadian-American Machinery Company, London, England

SET IN GARAMOND AND GARAMOND BOLD ITALIC · ADVERTISING BRACKETS · AMERICAN BORDER

Every time that jobber of yours Prints → 1 sheet M-24 3 is Printing → for some more Progressive Printer

The two thirds You are losing is in here



How long can You stand that loss?

LOSS because some other printer near you is getting the increased production and increased profit.

M-24 is the up-to-date profitable means of producing commercial printing—4800 per hour.

M-24 users are money-makers. They are out of the rut. Write today for free illustrated booklet.

Lisenby Mfg. Company

608 So. Dearborn St. Dept. D, Chicago, Ill.

"NPJ" ROUND TABLE
(CONTINUED)

must extend beyond the little petty things and see the brig side of community development and progress.

"That journalism is the greatest agency in the world f international peace and public enlightenment is the convictio of Charles Haynes, former New York congressmen and ra road financier, who has made a gift of 1,000 acres of land Orlando, Fla., to the International Press association for t building of a home for newspapermen of the entire world. is not for disabled editors, but rather for editors still in t harness.

"At his death his million-dollar estate at Altamont Spring Fla., also goes to the editors. An endowment fund of $100 000,000 is now being raised to provide the finest editor's hon and gathering place in the world. Among those contributi is John Ringling, formerly of Rice Lake, who gave $500,00 Mr. Ringling made millions in Florida property bought lo before the boom, and recently built a $1,000,000 bridge to h island property at Sarasota, Fla.

"The real, honest-to-goodness editor of today is a man vision, energy and broad judgment built upon wide experienc a man who does not use his paper selfishly for himself others; who looks upon himself as a servant of the communit and who works for ideals rather than financial gain."

AN UNUSUAL SET OF RESOLUTIONS

THE FOLLOWING WAS ADOPTED at the 1926 annual of t Florida State Press Association: "Resolved, That every edit of a newspaper affiliated with the Florida Press Association, b tween this date and the coming meeting in October, give pr found consideration and study to the problems which most v tally effect the state, notably the following:

"1. Tax laws.
"2. Titles, especially studying the Torrens System.
"3. Educational system, particularly the curriculum pr scribed for grammar and high schools the cumbersome meth at present used in the administration of school affairs whi come under jurisdiction of both a county and a special di trict; tendencies of the present trend in educational standar as applied to the lower grades; also the relation between t public school curriculum and the higher institution of learni in Florida and elsewhere.
"4. Legal advertising from the standpoint of the pub need and in comparison with methods used in other states.
"5. Forest conservation.
"6. Uniform administration of state laws in the vario counties and cities.
"7. State highway construction and maintenance.
"8. Distribution of the tax on gasoline.
"9. Extent of petty sectional politics by which funds ha been allocated to placate legislators whose vision is not sta wide.

"These and such other questions of state wide importan as are naturally the business of the people of Florida, to brought forward and agreed upon for treatment by the pre following the October meeting."

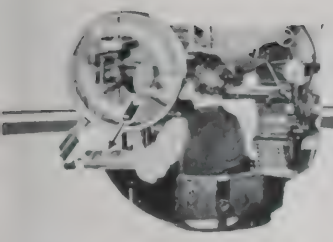
THREE GENERATIONS INITIATED

AN UNUSUAL FEATURE of the recent initiation conduct by the *Sigma Delta Chi* of Grinnell college, was that J. V Jarnagin, veteran Iowa newspaper publisher and his son, V C. Jarnagin, publisher of the Storm Lake *Pilot-Tribune,* we members of the class. What is still more unusual is that Pl G. Jarnagin, son of W. C., is a *Sigma Delta Chi* at Drake U versity, where he is a senior, thus making three generations the fraternity.

PAN-AMERICANS LAY FOUNDATION

A MOVEMENT FOR a permanent organization marked t closing days of the first Pan-American Congress of Newspap men in Washington, D. C., in April. The attendance w limited but included representation from all North, Central a South American Countries. Journalistic ethics occupied a go deal of the convention. Josephus Daniels, former secretary the navy, and publisher of the Raleigh (N. C.) *News & O server,* said:

"If journalism is a trade and publishing a paper is a bu ness, they have no more right to constitutional protection th



Need We Say More?

Write for Details

MOHR LINO-SAW CO.
1-570 W. Monroe Street, Chicago

w Your Slugs at the ypecasting Machine

THE DAILY OKLAHOMAN
AVERAGE NET PAID CIRCULATION LAST MONTH DAILY SUNDAY
OKLAHOMA CITY TIMES

OKLAHOMA CITY, OKLA

April 8, 1926.

Mohr Lino-Saw Co.,
564 West Monroe Street,
Chicago, Ill.

Gentlemen:

We are enclosing our check in the amount of $1,083 to cover the purchase of four of your Mohr Lino-Saws to be attached to Models 8 and 14 Linotypes, and two Model C Intertype machines. We are sending cash with order to take advantage of 5% discount.

In shipping supplies with this order, you may omit the first elevator jaws for the two Intertype machines as they are at present equipped with the new style jaws, fitted with pawls.

The Intertype and Linotype machines are also equipped with the old style sticks, or galleys. Do you wish these returned to you?

We are placing this order for four additional Lino-Saws on the strength of the showing made by the two we have had in operation in our plant during the past 60 days, and when we have the half dozen in operation we will be able to very appreciably speed up production in our ad-room.

Your prompt attention to this order will oblige.

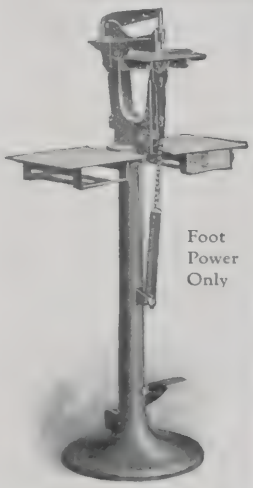
Yours truly,
THE OKLAHOMA PUBLISHING CO.
R. C. L. Brown
Superintendent.

A turn of the Dial Does it
Mohr Lino-Saw
TRADE MARK

The BOSTON STAPLE BINDER

Capacity, three-sixteenths inch; flat and saddle table

AUTOMATIC with no adjustment for thickness of work, easily handled, superior stapling, very durable and efficient. Thousands of these high-grade Boston Staplers have been sold and users find them satisfactory for all kinds of work within their capacity. Fine round wire is used, making neat, flat, perfect staples. A supporter—an exclusive feature—insures proper driving and clinching. Staple cores are paper wrapped to prevent corrosion and waste.



The Style B Boston Staple Binder

GENERAL SELLING AGENT

American Type Founders Company

Sold also by *Barnhart Brothers & Spindler*, and in Mexico and South America by *National Paper and Type Company*

SET IN GOUDY CATALOGUE AND ITALIC INTERRELATING BORDERS

Johnsonized

Economical Machinery *for the* Printer, Binder and Typesetter

◎ ◎ ◎

We offer for your consideration this month, Two Folder Bargains:

One Liberty Model No. 88 complete with Motor to fit your current, range from 6 x 6″ to 22 x 32″ sheet, speed 3000 per hour, right angle and parallel folds for job and circular folding, complete and guaranteed like new.....$690.00

One Model No. 90 Liberty circular and letter Folder, speed 3600 per hour, capacity 5½ x 6″ to 17 x 22½″ sheet, right angle and parallel folds, complete with Motor and guaranteed like new.....$495.00

◎ ◎ ◎

Rebuilt Cylinder Presses

Practically all standard makes and sizes.

Special bargain in a No. 1 Miehle Two-revolution, bed 39 x 53 book and job machine, will print four pages seven column, late style with new style bed motion, four form rollers, combination front delivery with printed side up or down as desired, a high grade high speed machine, guaranteed register and guaranteed to be as good as new for all practical purposes, with complete factory equipment.....$3700.00

One Pony Two-revolution Miehle, 26 x 34 bed, with convertible sheet and fly delivery, guaranteed in every respect, with all regular equipment...$2300.00

A special bargain in a Pony Two-revolution Century Campbell, bed 26 x 36, front fly delivery, double air springs, trip table distribution, with Miehle style bed motion, guaranteed register and first class inking as well as impressional strength, complete with all standard factory equipment.....$1400.00

One Babcock Regular Drum, bed 26 x 31, two page six column and job work, rack, screw and table distribution, air springs, tapeless delivery.....$900.00

◎ ◎

12 x 18 and 10 x 15 New Series Chandler & Price Gordon Presses with Miller Ideal Automatic Feeder Units.

Latham, Monitor and Boston Wire Stitchers in the most used sizes.

Northwestern agents for the Morrison Perfection Wire Stitcher for printer, binder and box maker, service and supplies.

Vandercook Proof Presses, Mentges Newspaper and Job Folders, Chandler & Price Gordons and Paper Cutters, Omaha, Liberty and Baum Folders. Hamilton Wood and Steel Composing Room furniture.

◎ ◎ ◎

C. I. Johnson Mfg. Co.

Independent Printers' Supply House

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

selling fish or drygoods. It is certain Thomas Jefferson wo not have written from France and insisted upon security freedom of the press if he had supposed the journal would other than a public institution, set up to serve the public, would keep free the channel of discussion, which he belie would so influence the people that government would beco responsive to the popular will.

"That high obligation upon journalists in the United Sta and all other American journals in North and South Ameri should cause us here and now to reconsecrate ourselves rededicate our journals to the service of the whole people. any of us yield to the temptation of putting profit above p moting the common weal, what moral right have we to inv the protection of the Constitution enacted only to insure a f press. It is no longer free to serve humanity if the paramo aim is to make large dividends."

NEW SCHEDULE OF DUES, OREGON

THE EXECUTIVE COMMITTEE of the Oregon State Press A sociation has adopted the following report: "In order to equ ize the expenses of maintaining the activities of the associati it is recommended by the executive committee that effect this calendar year a new scale of dues for membrship in association be adopted as follows:

"Weekly newspapers of less than 1,000 circulation, $2.50.

"Weekly newspapers of 1,000 circulation or more, se weekly, and tri-weekly newspapers, $5.00.

"Daily newspapers, up-state, $10.00.

"Daily newspapers, metropolitan, $25.00.

"Trade magazines, class magazines, and trade and cl newspapers and publications, $10.00.

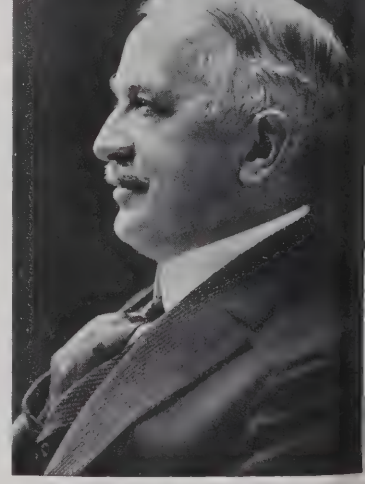
"Association memberships for others than active newspa workers, $5.00.

"These rates for dues include the registration fees for annual convention."

INTERNATIONAL TYPOGRAPHIC COUNCIL TO HOLD INITIAL SESSION IN MAY

EDWARD E. BARTLETT, president of the Bartlett C Press, New York City, chairman of the recently form International Typographic Council, sailed for Europe the S. S. Majestic, in April.

In London about May 15 will be held the first formal me ing of the council, composed of Mr. Bartlett, director of Li type typography for the Americas, chairman; Harry L. Gage, New York City, assistant director of Linotype typography for the Americas; George W. Jones, of London, director of Linotype typography for Great Britain and Ireland; D. Stempel, Schriftgiesserei D. Stempel, Germany; Georges Draeger, Paris, director of Linotype typography for France and Belgium, and Raffaello Bertieri, Milan, director of Linotype typography for Italy. At this meeting—as at all future meetings of the council — there will be a general interchange of suggestions from the six members concerning the activities, trends, and needs of print and publishers in their respective countries.



EDWARD E. BARTLETT

While abroad Mr. Bartlett, who is also chairman of Committee on American Co-operation With the Gutenb

The Goes Bordered Blanks Are Real "Printers' Helps"

Every Business House in town is a prospect for

Goes Art Advertising Blotters

Write for Samples

because they help printers to produce high grade printed products quickly, easily, and economically. They facilitate the production and enhance the appearance and value of Membership Certificates, Licenses, Permits, Guarantees, Warranties, Charters, Lodge Passes, Commissions, Coupons of all descriptions and thousands of other varieties of printed matter.

The Goes Bordered Blanks will help Printers to open new business channels and to secure better prices and longer profits for their work.

The Goes Bordered Blanks have been especially designed for type overprinting. They are lithographed in rich appropriate colors. The assortment includes 100 styles ranging in size from 2¾ by 6¼ ins. to 17 by 22 ins. —something for practically every conceivable purpose.

Samples and prices will gladly be furnished upon request.

GOES LITHOGRAPHING COMPANY, 47 W. 61st St., CHICAGO

Cheshire & Greenfield Manufacturing Company

ANNOUNCES removal of its Business Offices from Chicago to

182-184 Huron Street, Milwaukee, Wis.

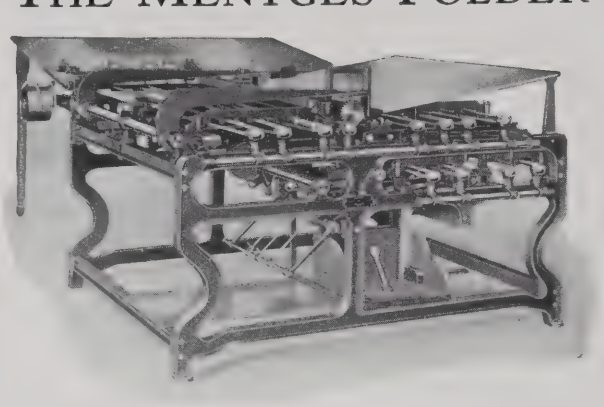
Now combined with its Factory

THE gratifying growth of its business and the increasing number of labor-saving tools it manufactures have made necessary closer supervision of the factory by its officers, and closer coordination of manufacturing and the service to users. Patrons will find the service even better than heretofore. So, in the future, kindly address all communications to the above address.

Designer and Maker

C. & G. TRIMMITER
C. & G. STEREOTYPE SAW
C. & G. HAND MITERER
C. & G. LEAD CUTTER
C. & G. TYPE FINISHER
C. & G. SLUG ROUTER
—others coming

Real Folding Machine Service at Minimum Cost
with
THE MENTGES FOLDER

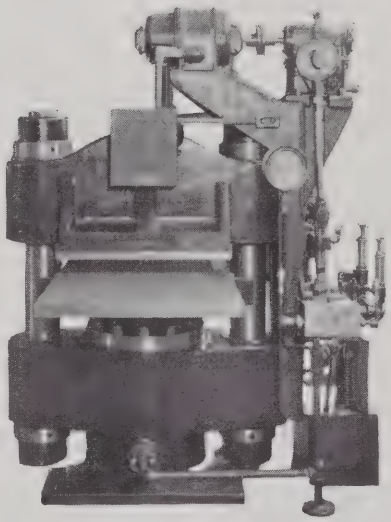


The MENTGES No. 2 NEWSPAPER and PERIODICAL FOLDER is dependable, easy to adjust and operate and will handle your newspaper in an efficient and accurate manner.

Write for our Catalog Today.

The MENTGES FOLDER CO.
SIDNEY, OHIO
"Builders of Profitable Folding Machinery"

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.
120 West 42nd St. New York

"NPJ" ROUND TABLE
(CONTINUED)

Museum, will turn over to the Gutenberg Society at Main Germany, an additional 4,000 gold marks, making a total o 24,000 gold marks already subscribed by American patrons, a an endowment fund for the extension and maintenance of th Gutenberg Museum.

Mr. Bartlett's latest book, "The Typographic Treasure in Europe," published in a limited edition of 585 copies by G P. Putnam's Sons, New York City, is regarded by book author ties as one of the finest books ever produced anywhere. Th Literary Digest for March 6 devoted an entire page to it.

MANUFACTURERS : SERVICES

OPENS SOUTHERN CALIFORNIA OFFICE

ANNOUNCEMENT IS MADE by the West Virginia Pulp Paper Company, New York, of the opening of a Southern Cal fornia Sales Office at 122 East Seventh Street, Los Angeles, wit Lawrence Stedman as manager.

TYPEWRITER COMPANY APPOINTS

The Recent Merger of the L. C. Smith and Corona typ writer companies brings about the following appointment Lawren A. Griffing, manager of the Corona office in Clevelan is now manager of the consolidated L. C. Smith and Coron branch in Rochester; Warren E. Montgomery, who has bee managing the Smith branch in Rochester, will manage the com pany's Cincinnati office; S. O. Needham, in charge of the Cin cinnati office, will go to Detroit to succeed W. J. Derby, wh is retiring because of ill health. Another branch manager wh is retiring because of ill health is L. J. Harrington of the Phila delphia office, who is being relieved by J. B. Jones, formerl manager of the St. Louis office.

NEENAH PAPER COMPANY BUILDING

"AN EXCEPTIONALLY ATTRACTIVE office building has bee completed by the Neenah Paper Co., Neenah, Wis. The polic of the company to study press room problems of printers, an to improve manufacture in line with the newest automatic an other devices in printing houses, is being extended. Amon the brands of this mill are the Owl, Old Council Tree, Succes

NEW OFFICE, NEENAH PAPER CO.

Chieftain, Glacier, Crystallite, Wisdom, Stonewall, Resolute an Prestige, including bonds and ledgers. The officers of th company are: J. A. Kimberly, president; J. C. Kimberly, vic president; D. K. Brown, treasurer and general manager, an Kimberly Stuart, secretary and assistant general manager.

JOIN THE ORTLEB CORPORATION

CLARENCE A. FITZGERALD, for many years a representati of Barnhart Bros. & Spindler, St. Louis branch, and Willia A. Flanagan, St. Louis branch house of the American Ty Founders Company, have joined The Ortleb Corporation of S Louis, manufacturers of the Ortleb Ink Agitator and Ortl Movable Lead & Slug Rack, who have also become manufa turers' agents for prominent printing machinery and equipme manufacturers.

Miller High-Speed Averages 3,748 Per Hour for Six Months' Period

Minneapolis, Minn., March 15, 1926.

"Gentlemen:- We have just completed the compilation of our production figures for the six months' period ending February 27th, 1926. You will be interested in knowing that our two MILLER HIGH-SPEED PRESSES, serial numbers 457 and 674, installed in our plant October 17, 1924 and August 4, 1925, respectively, established the amazing average on each machine of

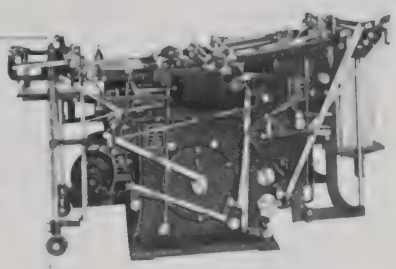
3,748 IMPRESSIONS PER HOUR

After comparing these results with the results obtained by some of our printer friends using other types of so-called fast presses, we are indeed pleased with our Miller "High-Speeds".

Very truly yours,

HICKS-SAMUELSON COMPANY
(Signed) J. E. Samuelson
President.

(The use of this letter by the Miller Saw Trimmer Company is authorized by Hicks-Samuelson Company.)



WITH these convincing figures before you, taken direct from the Hicks-Samuelson accurately-kept records, covering continuous output of run-of-hook work over a period of six months, can you longer afford to overlook the profit-producing advantages of the MILLER HIGH-SPEED PRESS.

Without placing you under any obligations whatsoever, we will be glad to mail you descriptive matter, specimens of work and other interesting High-Speed data. Drop us a line today.

MILLER SAW-TRIMMER COMPANY

PITTSBURGH, U. S. A.

ATLANTA - BOSTON - CHICAGO - DALLAS - DETROIT - LOS ANGELES - MINNEAPOLIS
NEW YORK - PHILADELPHIA - ST. LOUIS - SAN FRANCISCO

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

THE VIEWPOINT OF THE ADVERTISER

From the advertiser's standpoint there is NO substitute for CIRCULATION. Neither ambiguous claims nor equivocal arguments can detract from the truth of this assertion. On the other hand it is given universal corroboration by national advertisers, who select the media which reach the greatest number of readers.

IF YOU HAVE CIRCULATION PROBLEMS WE CAN HELP YOU

$291,086 IN CASH NEW SUBSCRIBERS **59,756**

Represents the business secured by this organization in our last 43 campaigns—

COAST TO COAST SERVICE

WRITE *"21 years doing one thing well"* WIRE

PACIFIC COAST CIRCULATION SERVICE

Bell Block Cincinnati, Ohio

CLEAN, SELF-FINANCING SUBSCRIPTION CAMPAIGNS

Local References: Provident Savings Bank & Trust Co.

Don't "Try" Another Feeder When You Know

The Margach

Will Make Good

MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince You

MARGACH MANUFACTURING COMPANY

213 Centre St., New York City

"NPJ" ROUND TABLE
(CONTINUED)

EDIT YOUR COPY WITH A CAMERA

An Interesting Booklet by the S. D. Warren Company, Boston. It develops the latest findings of the values of using words and pictures so that the ideas in the printed advertising matter "gets across quickly and surely." Actual examples of the application of these findings are shown in a way helpful to printer as well as writer. A large variety of subjects are used.

BROWER PROOF PRESSES SHOWN

New Folders by the American Type Founders Company explain and illustrate the "BBB Proof Presses." Features specially played up include the ball bearings under the bed, direct cylinder impression adjustment, full width ink plate, and brayer supplied with the press. The use of the No. 2BBB for one or more colors is also illustrated. Other recent A. T. F. C. publications cover the Sta-Warm electric glue pots, the Triplet gauge, Wickersham quoin, Morton lock-up and Stephens expansion lock.

PAPER USERS' PRIMER

A Neat Little Booklet by the American Writing Paper Company, Holoyoke, Mass., setting forth the materials of which paper is made, the manner of its making, and proper uses. The company is offering quantities of the booklet for distribution—for example, by printers to their customers. The booklet answers forty-four pointed and pertinent questions, and each answer is a masterpiece in brevity and completeness. The publication is very attractive and should "stop" even the busiest executive who may be flooded with printed matter. A grade chart pertaining to Eagle-A writing, printing, specialty and industrial papers is included.

BROADSIDE OF ENDORSEMENTS

The "Testimonial Type" of advertising is applied in an original new way by the Miller Saw-Trimmer Co., Pittsburgh, Pa., in a recent mail piece entitled, "Nationally Endorsed." The various statements of approval are scattered over the large sheet under headings of cities, including every section of the country, the statement and name of the firm making it being beneath these headings. Each statement is printed over a tint block. At the top is a large heading, "Miller High-Speed Owners Say." One of the unfolds shows a large cut of the Miller High-Speed and a complete letter from a user.

WESTVACO INSPIRATION FOR PRINTERS

No. 14 of the Series covers a fascinating subject; namely, book pages. The issue is a striking exhibition of recent work done by American typographers who have to do with book-making. There is also a bibliography for the typographer interested in the improvement of printing. Other pages show speciments of the A. I. G. A. exhibition of Printing for Commerce. Four grades of Westvaco papers are demonstrated in the issue.

NEW NEWSPAPER BODY FACE INTRODUCED

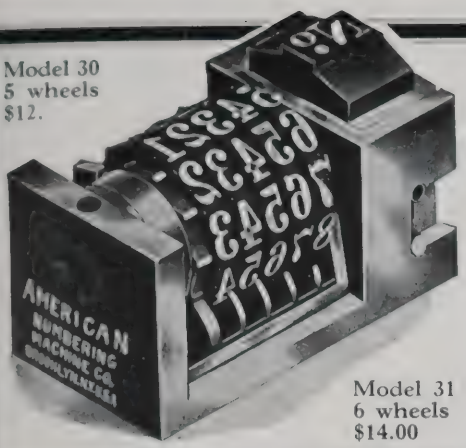
After Several Years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body face—

6½ Point Ionic No. 5 with Bold Face No. 2.
6½ Point Ionic No. 5 with Italic and Small Capitals.

This new Ionic is an exceptionally readable face. There are no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the characters is particularly adapted to the "roughness" of newspaper stock. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. It is easier to read than seven point faces, yet gives the same word—count to the column as six point. Various degrees of leading can be used to advantage, or the lines may be cast on

Here is the new 6½ Point Ionic No. 5, set on seven point body. Note the full round contours of the letters; no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. See how legible the figures are: 1234567890.

Model 30
5 wheels
$12.



Model 31
6 wheels
$14.00

1200% Per Year

For Printers Investing $24 in Two 5-Wheel Typographic

American Numbering Machines

The demand for numbered jobs increases daily—Number while you print
—Save the entire cost of numbering

A few fair size jobs totaling 50,000 numbers per month earn $25
—12 months $300.00—

Per 1200% Year

A profit that no printer, large or small, can afford to overlook.

In stock and for sale by all branches of American Type Founders Co. and printing machine dealers.

AMERICAN NUMBERING MACHINE COMPANY
SHEPHERD AND ATLANTIC AVES., BROOKLYN, N. Y.
Branches: 123 West Madison Street, Chicago, Ill. Blackfriars House, New Bridge St., London, Eng.

Specify AMERICAN when ordering

Promotive spirit
builds classified
—we build
promotive spirit

THE BASIL L. SMITH SYSTEM, INC.
International
Classified Advertising Counsellors
Packard Building Philadelphia

A Real Economy

Although there are cheaper type cleaners, Phenoid Instantaneous is a real economy. It is speedy and thorough, dries almost instantly, and leaves no grease film.

To avoid smudging type, and to save waste of paper on trial runs use Phenoid. It will not injure wood, metal, clothing, or skin.

CHALMERS CHEMICAL CO., 123 Chestnut St., Newark, N. J.

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

TRY—AT OUR RISK—Send for a quart can of Phenoid. When you have used it, pay us if you are satisfied. If not—send back the bill.

For safety, speed and economical operation use

The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office
First Nat'l Bank Bldg.
San Francisco, Calif.

Main Office
Conway Bldg.
111 W. Washington St.
Chicago

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

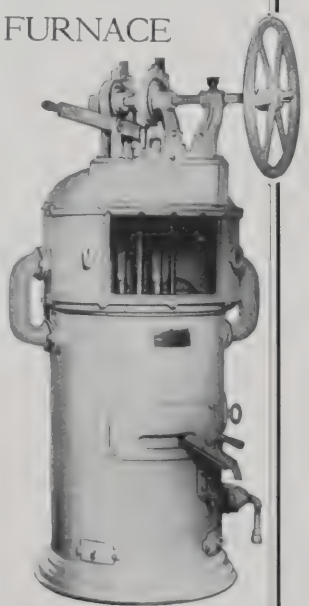
CLINE SYSTEM

Daily Newspaper Plants

can profitably install

Monarch Monometer

RE-MELTING FURNACE



THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas—eliminates harmful fumes—retains tin—and reduces dross to a minimum.

Ideal Furnace for Newspaper Plants

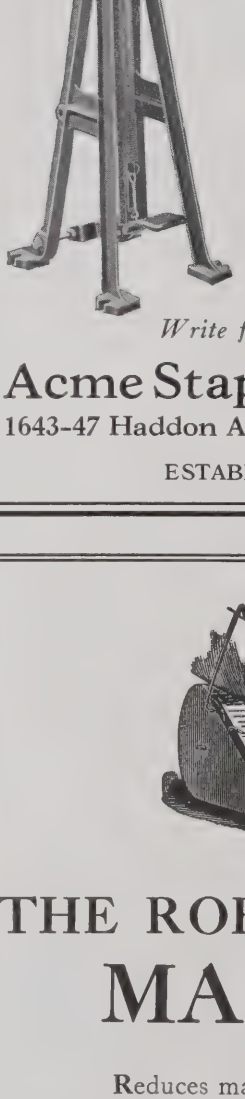
THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

THE ACME

No. 6½ Staple Binder



A Most Efficient Binder for Printers. It Is Compact, Reliable and Rigid.

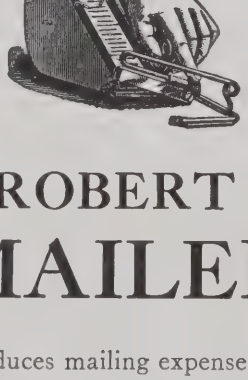
This machine binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire. It has a straight downward pedal stroke, and the only adjustment necessary is for different degrees of work. It also has a ten inch reach for the insertion of work. Staples are packed 5,000 to the box.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.

"NPJ" ROUND TABLE
(CONTINUED)

solid 6½ point body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid. Cast on 7 point body the 6½ Point Ionic gives the effect of being well leaded—and with a decided gain in word-count over 7 point faces.

The first paper to adopt the new face was the Newark (N. J.) *Evening News*. After a trial of several weeks, the management of the paper is enthusiastic about it, and readers continue to send in words of commendation daily. One of the most appreciative is Dr. Joseph H. Salov, a leading optometrist, and past president of the New Jersey Optometric Association:

"It would be unfair for me or any one else who realizes the amount of good that will result from your recent change in the style of type you use in the make-up of the *News* if this was not recognized, appreciated, and so acknowledged by every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought. Although not versed in the nomenclature of the type you have been using for the last few days, it is of a style and character that immediately makes itself felt, and is far more readable and comfortable than the former style. I am sure that there are many thousands of readers who, possibly unknowingly, feel the added comfort."

OFFICE OPENED IN PHILADELPHIA

Announcement is Made by W. D. B. Mitchell, Philadelphia representative of the Mergenthaler Linotype Company, of the opening of an office in Philadelphia for the convenience of printers and publishers of that city and vicinity. The office is in the Liberty Trust Building, at the corner of Broad and Arch Streets — Room 311; Bell telephone, Rittenhouse 9725. Mr. Mitchell has a background of many years of practical experience in the business of printing and publishing. He has been a compositor, Linotype operator, and executive in some of the largest plants in the East. He was born in North Adams, Mass., and served his apprenticeship with the North Adams *Transcript*. Later he was made foreman of the Adams (Mass.) *Freeman*. In the plant of the Springfield Daily *News* he learned the Linotype, and in Boston served in various capacities with the *Journal, Post, American,* and Masschusetts state plant. Throughout his connection of several years with the Mergenthaler organization, he has made a special study of composing rooms and their problems. Many of those problems have been solved by him.

W. D. B. MITCHELL

THE PRINTER WHO SAW LIGHT

A Fetching Booklet, of "fable flavor," by the Miehle Printing Press & Manufacturing Co., Chicago, tells a well-illustrated story of a printer who was scrutinizing his books of account, trying to compute a profit." The story carries through the calculations and thoughts which all of us have gone through perhaps time and again—wondering if this or that item could be reduced or cut out, and so on, "trying to compute a profit." The printer of this "fable" then finds the solution; in this case

HOWARD LEDGER HOWARD ENVELOPES HOWARD LAID BOND

HOWARD BOND

WATERMARKED

"THE NATION'S BUSINESS PAPER"

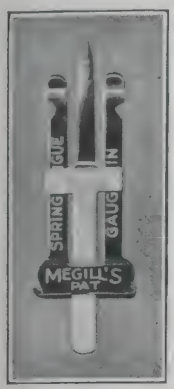
Howard Bond is particularly adapted for letterheads, billheads, and all office forms.
Its high quality combined with its moderate price makes it popular the country over.

Compare It! Tear It! Test It! And You Will Specify It!

New York Office 280 Broadway

Manufactured by
THE HOWARD PAPER CO.
URBANA, OHIO

Chicago Office 10 S. LaSalle St.



$1.80 doz.

MEGILL'S GAUGE PINS

for Job Presses

Always uniform and dependable.

We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

BAUM FOLDERS

Cut Hand Folding Costs 90%

Write for particulars to

RUSSELL ERNEST BAUM
Philadelphia, Pa.

Your Page Cost

CAN be quickly cut by stopping profit leaks now masquerading as overhead.

For example, is it economical to handle and melt your metal twice when one handling and melting saves time, labor, fuel and the metal itself?

Your fellow publishers, using the Monomelt Single Melting System, report more and cleaner composition at a much lower cost as soon as the slow, expensive double melting plan was abandoned.

Progressive publishers will find it well worth while to ask for data on the time and money saving Monomelt System.

Printers Manufacturing Company
4561 - 63 Ravenswood Avenue, Chicago, U. S. A.

Daily Newspapers Need the ROCKAWAY Automatic Space Band Cleaner

The ROCKAWAY Automatic
Will Clean Your
Linotype and Intertype Spacebands
Faster, Better, More Economically
Than It Has Ever Been Done Before.
It Applies Graphite in Just the Right Quantity.

Machine Sent on Ten Days Trial

The Rockaway Co.

3508 Grand Avenue Milwaukee, Wisconsin

In An Envelope Rut?

Clinging to old ways of *indirect* envelope buying—through distributors or middlemen—can't keep you on an even footing with printers who are profiting by Western States *direct* methods.

In place of uncertainties, delays and limited stocks, compare the broad plane and direct action of Western States with TWENTY MILLION envelopes (600 Styles) ready for instant shipment.

Free Price List No. 28 lists every known staple, besides scores of styles, weights and shapes regarded as troublesome "special orders" in other factories. Send for this short cut out of the rut.

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1925.

AMERICAN EMBOSSING CO.
192-96 Seneca Street **BUFFALO, N. Y.**

"NPJ" ROUND TABLE
(CONTINUED)

the purchase of a Miehle Vertical. The booklet frankly seek to interest printers in investigating the Miehle and what it ca perform.

CHESHIRE & GREENFIELD MFG. CO.

HERETOFORE LOCATED at 538 South Dearborn street, Chicago announce the removal of the Chicago office and factory, o May 1, to 182-184 Huron street, Milwaukee, Wis. "The grati fying growth of our business," says the announcement, "and the increasing number of labor-saving tools we manufacture have made necessary closer supervision of the factory by ou officers and closer co-ordination of manufacturing and service to users. Patrons will find the service even better than it has been heretofore. So in the future please direct all your corres pondence to our new address, 182-184 Huron street, Milwaukee Wis." The officers of the company are: President, Edward Cheshire, and Secretary-Treasurer, S. G. Greenfield. The C. & G. products include: Stereotype saw, hand lead and rule cutter, hand mitering machine, low slug attachment, and type finishing attachment.

GUIDE BOOK OF PRINTERS' HELPS

THE GOES LITHOGRAPHING COMPANY, Chicago, periodically issues a price list which is interesting to printers not only as a price list of materials they use, but as a specimen which may be useful when working out a price list job for a customer. The company supplies a large variety of lithographed certificates, blanks, coupon sheets, license blanks, etc., etc. The line also includes steel engraved blanks of various kinds. The little volume states that Goes originated the idea of furnishing printers and stationers with blank lithographed stock certificates in 1884. Now over 900 styles are made. Code words for telegraphing orders are supplied in the list, together with prices. The recent issue describes the Goes "Twenty Minute" Covers for binding certificate printing jobs, especially designed for printing plants not equipped with bindery.

"N : : E : : W : : S"

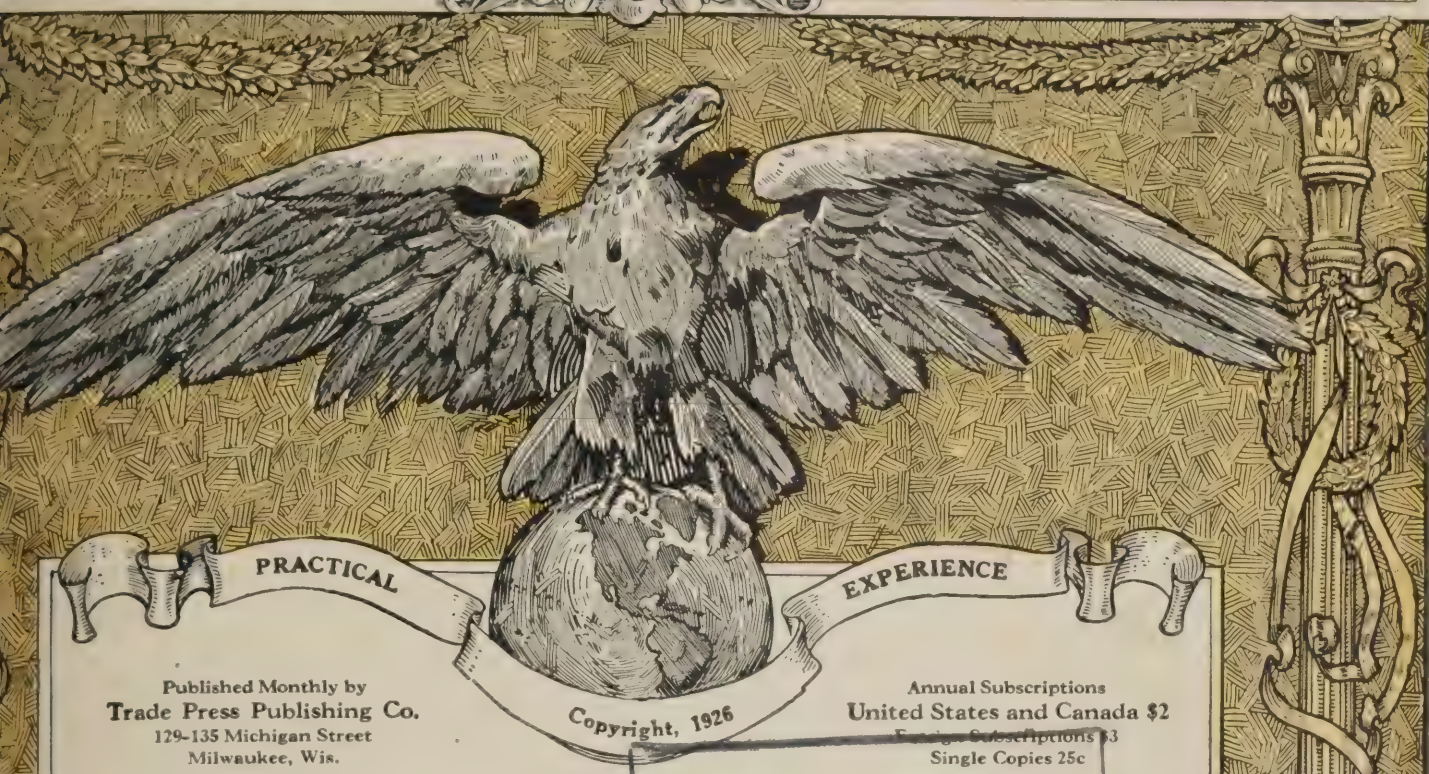
REBUILDINGS; NEW HOMES; ADDITIONS

Los Angeles (Cal.) Evening Herald—In new home.
San Diego (Cal.) Sun—To build.
San Francisco (Cal.) Bulletin—In new home.
Jacksonville (Fla.) Journal—In new home.
Tavares (Fla.) Lake County Citizen—To build.
Titusville (Fla.) Star-Advocate—Building home.
Winter Park (Fla.) Herald—To build.
Crowley (La.) Signal—In new home.
Askov (Minn.) American—To build.
Little Falls (Minn.) Daily Transcript—Building home.
Ceresco (Neb.) News—In new building.
Leigh (Neb.) World—In new home.
Winston-Salem (N. C.) Journal—Building home.
Fargo (N. D.) Forum—To build.
McAlester (N. D.) News-Capital—To build.
Huntsville (Tex.) Item—In new home.
Pulaski (Va.) Southwest Times—In new building.

NEW NEWSPAPERS, OFFICES, PLANTS

Gould (Ark.) Advance.
Jonesboro (Ark.) Craighead County Journal.
Calexico (Cal.) Herald—G. W. Lyall.
Dunsmuir (Cal.) Tribune.
Santa Barbara (Cal.) Weekly Leader.
Westmoreland (Cal.) Mail.
Ocala (Fla.) Central Florida Times.
Winter Haven (Fla.) Florida News Weekly.
Vero Beach (Fla.) Journal.
Kewaunee (Ill.) Picket.
Albert (Kans.) Record—L. G. Hixon.
Garden Plain (Kans.) News—Keith E. Cox.
Rockville (Md.) Montgomery News—Paul G. Stromberg.
Quincy (Mass.) Evening Times.
Jackson (Mich.) Tribune.
Olivia (Minn.) Renville County Republic—Marsh & Gleason.
Laurel (Miss.) Jones County Call.
Dwight (Neb.) Reporter—N. S. Olexa.
Atlantic City (N. J.) Times.
Tryon (Okla.) Lincoln County Leader.
St. Helens (Ore.) Sentinel.
Madera (Pa.) News.
Webster (S. D.) Journal—W. A. Wells.
Hyrum (Utah) News—Clyde Settle.
Hustler (Wis.) Hustler.

NATIONAL PRINTER JOURNALIST



PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

JOURNALISM LIBRARY
Not to be taken from this room

The man who is so busy that he does not have time to read his trade papers is like the man who was so busy chopping wood that he did not have time to sharpen his axe.

JUNE, 1926
Number 6 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

Profitable for papers large or small

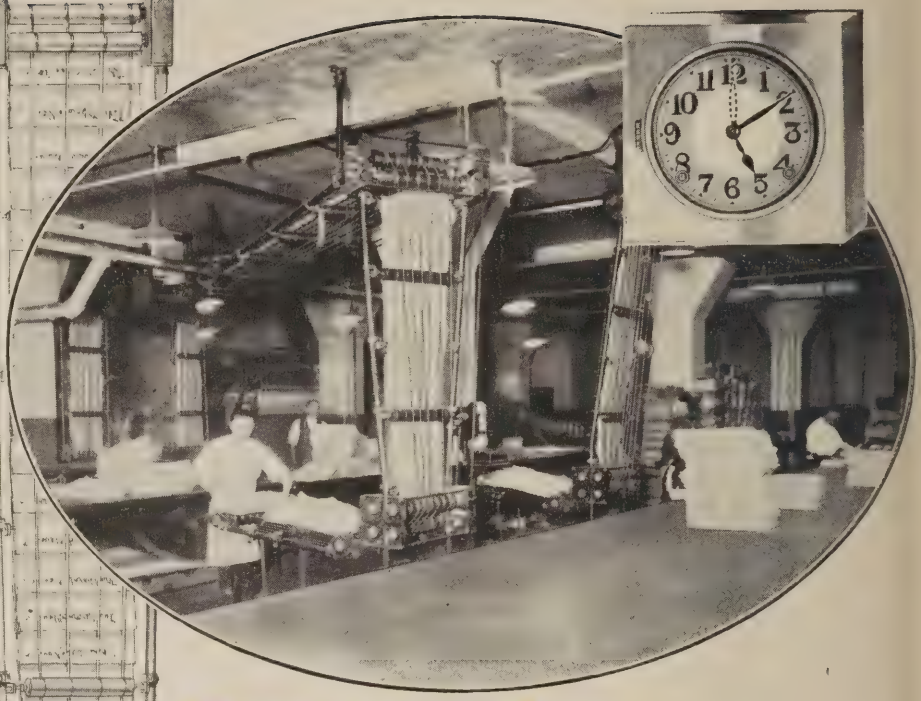
C-H Conveyors are used by the following — and many more

Asbury Park, N. J. —Press	*10,467*
Boston Herald	*107,047*
Chicago Daily News	*387,284*
Chicago Tribune	*700,000*
Columbus Dispatch	*103,526*
Dallas News	*71,228*
Detroit Free Press	*190,146*
Charleston, W. Va.—Mail	*13,133*
Halifax, Nova Scotia —Herald	*18,198*
Jacksonville, Fla. —Journal	*21,889*
Kenosha News	*9,450*
London, Eng., Daily Mail	
Los Angeles Herald	*181,785*
Miami, Fla.—News	*25,300*
Montreal Gazette	*31,798*
New York World	*309,386*
Palm Beach, Fla. Post	*8,519*
Philadelphia Inquirer	*287,157*
Sydney, Australia —Bulletin	
Tokio, Japan, Asahi.	
Washington, D. C. Star	*93,456*
Wilmington Journal	*3,403*
Womens World Mag. Co., Chicago	*1,052,592*

and hundreds of others

Circulation based on Jan. 1926 Standard Rate and Data

A total of more than 18,000,000 papers are handled every day by C-H Conveyors



Pushing the deadline ahead

FIVE MINUTES—ten minutes—a long time in the newspaper plant! Push your editorial deadline ahead only that much—what does it mean? Later news in every edition—scooped competition—reputation—bigger circulation—more advertising.

C-H Conveyors cut to a certainty and to an absolute minimum the time required to get the papers from the presses to the street. As fast as the presses can deliver them, C-H Conveyors carry the papers to the delivery or mailing tables with neatness and dispatch—uncertainty at the mechanical end is eliminated—later editorial deadlines become a reality.

"Keeping Pace in the Newspaper Plant" will prove interesting and profitable reading. Send for your copy.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1223 St. Paul Avenue

MILWAUKEE, WISCONSIN

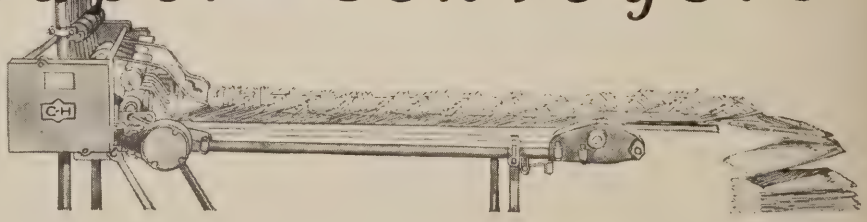
CUTLER C-H HAMMER

Newspaper Conveyors

Descriptive literature on Cutler-Hammer equipment for the newspaper and printing plant will be gladly sent upon request.

Besides C-H Conveyors—Cutler-Hammer automatic control for newspaper presses, small and large, control for flat bed, offset and job presses of every description, and for all motor-driven auxiliary equipment of the printing newspaper plant. Also heaters for linotype pots.

"Keeping Pace in the Newspaper Plant" will be found especially interesting. Let us send a copy.



NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN L. MEYER
Managing Editor
Associated Staff
GEO. A. JUST, C. H. DuCLOE
F. HILLERMAN
H. J. LARKIN, E. C. KRATSCH

Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg.
NEW YORK CITY—C. J. Nuttall, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.
CINCINNATI—H. A. Braunstein, Provident Bldg.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., June, 1926 | No. 6

DO YOU USE YOUR COST RECORDS AFTER You Have PUT in SYSTEM?

Here Are a Few Useful Tips From Actual Experience by a Leading Expert Who Can Make Figures Talk Loudly

By C. W. BUGGY

Assistant Business Manager
Oklahoma City (Okla.) Daily Oklahoman

C. W. BUGGY
Assistant Business Manager
Oklahoma City Daily Oklahoman

I BELIEVE most sincerely that America is the greatest and wealthiest nation today. Statisticians point out with some degree of alarm, however, that we have many, many more failures of business enterprises in America than any other nation. And you ask why? The answer comes back quickly from the mercantile agencies who say: "Lack of Knowledge of What it Costs to Do Business," and "Insufficient Working Capital." A review for just a moment convinces us that "Insufficient Working Capital" is primarily due to "Lack of Knowledge of What it Costs to Do Business."

OUR income is derived from the sale of our product as a whole, (circulation earnings); from the sale of an integral part of our product, (advertising earnings); and miscellaneous. And analysis quickly shows us that our profits are contingent upon the cost of our raw materials, labor, indirect expenses, and the earnings which I have just mentioned. *It is with the elements of cost, however, with which we will concern ourselves.*

All of us realize, I am sure, that *it is the cost more than the selling price which fixes our profits, for ultimately, our customers fix the price they will pay for our product.*

Always Keep in Mind That the Sales Are in Units

ONE of the first things that the publisher inquires, is "What is my income and cost per copy of my publication?" or "What is the income and cost per inch of my advertising?"

The operating reports give us the total advertising income, or the total cost of production, but they do not give us the revenue or operating expense per unit. *This is absolutely necessary, because we sell in units.* We sell inches and columns of advertising, and copies of our publication.

What, then, should we expect an analysis of our costs to show?

(a)—what our products actually cost us, in totals and in units.
(b)—and act as a basis in judging our product.
(c)—the efficiency and diligence of our workmen.
(d)—how our costs may be reduced.
(e)—how our production may be increased.
(f)—and act as a guide in selling (pricing).
(g)—and act as a guide in buying (purchasing).

If your accounting structure is not correct, your costs will not be correct. Proper cost analysis is predicated upon proper accounting control.

LACK of KNOWLEDGE of WHAT IT COSTS is WHALE of JONAHS in NEWSPAPER Field

Estimated Costs vs. Costs That are Absolute Costs

THERE are two classes of costs; first, estimated costs; second; absolute costs. The first method leads invariably to self-destruction; the second leads to knowledge and confidence which in turn leads to and begets profit.

The first step that the publisher usually takes in analyzing his operating reports is that of "Unit Page Cost". The total pages issued for the period, usually a month—although in the larger cities this is being done each week—is divided into the revenue for that period. The result is the *revenue per page* issued.

The next step is to divide these pages into the total cost of operation and the total profit. The result is the *cost per page,* and the *profit per page* issued. By use of this data the publisher is enabled to look at his business as a "whole".

What About Composition That is Killed, Not Used?

THERE is some composition never gets into the paper, and a portion of the composition that does, is killed after one edition. And so that the publisher may be cognizant of the amount of work actually done on the floor, a record of the page equivalent *in matter set* is also given and the cost per page is obtained by dividing this figure into the composing room expense.

By a comparison of the ratios of total pages issued and the total amount of composition set, together with a comparison of the composition cost for each page issued with composition cost for each page set, gives the publisher definite comparisons and findings upon which to formulate his policies.

A wealth of valuable information is always contained in the record of press runs. The spread between the *Total Press Run* and the *Gross Run* represents press efficiency or inefficiency. Spoils and print waste are represented here. The difference between the *Gross Run* and the *Distribution* represents losses due to circulation left overs and over-runs; and, between the total distribution and the *Net Paid,* the unpaid circulation. Any one of these steps is bound to increase, unless the publisher maintains everlasting vigil.

Just two months ago, I noticed a gradual, but firm increase in our figures take place in the total press run. The latter three items remained the same. A little investigation—a correction, and the figure was lessened and the waste discontinued. I doubt whether I would have noticed it if I had the *daily* figures only.

One of the big leaks we have found is the result of unpaid distribution—service copies, employees, advertisers and the like. If you send complete copies to your advertiser, especially classified, why not consider tear sheets? Our experience has shown that agency copies which previously were lost with alarming regularity, are received promptly and the bills paid earlier. Possibly some of the publishers here belong to a service which handles checking copies.

Depending upon the size of your page and the base weight of your paper, you can easily find the standard number of pages that you should obtain from a ton of paper, if you had no waste.

Some New Articles on Problem of Waste Paper

IN attacking the paper waste problem, we have looked carefully into the wrapper problem. We use a 68″ roll and found that the average weight of the wrapper on this size roll was from 21 lbs. to 26 lbs. At an average cost of $3.75, you can see that we are paying 79c to 98c a roll. The wrapper is not productive newsprint. It is placed on the roll for protective purposes only.

One would think that if two layers of wrappers did not answer, four layers would be much better. I was interested in a conversation which took place several months ago between a metropolitan publisher and myself in which thi question arose. In answer to m query, he said that he would be d lighted if the mill put on ten laye of wrapper, that it would give hi less transit damage than if he ha five.

Two days later while talking wit George Rogers, General Manager the Cleveland (O.) *Plain Dealer,* h told me that one layer was sufficien Mr. Rogers, by the way, has bee devoting the past two years to a intensive study in the eliminatio of newsprint waste. He demo strated to me most conclusivel while I was in his plant how add tional wraps do not protect but a tually increase paper waste. Th is effected by the rubbing togeth of the layers, and accumulating litt wads of wrappers which break int the roll.

Every publisher is interested i his editorial cost. We are apt criticise our editorial departme when we see the costs rise, but w can easily ascertain whether t costs are in line by a little calcul tion. The salary item is the one fluctuate, the other items remai passive, usually.

Newspapers usually charge intr departments for space used, whic in addition to being correct in pri ciple has the effect of reducing a normal use of the columns for pr motional work.

Getting Real Figures on Advertising Cost, Profit

ADVERTISING always bears t brunt of newspaper costs. Pu lishers agree that they are fortuna if their circulation income includ the cost of circulation solicitatio and delivery. The advertising un cost is not the operating expens divided by the paid advertisi inches, but the difference betwe the total cost of operation less t circulation income divided by t paid advertising inches. Th amount is the sum which the a vertising department must bring "to break even." If the total co of operation is $6,283.00, and t circulation department revenue $1,283.00, then the advertising rev nue must be $5,000 for this peri if the publisher is not to lo money. The $5,000 is divided in unit costs covering page, colu inch and line cost of advertising.

Comparisons are easily made b tween the earnings per inch of a vertising and costs per inch any other unit if desired) of adve tising. These figures are then co

CAUSES OF FAILURES : : :

WHERE is your organization weak? Here is a chart—a classification of business failures—what they are due to.

Failures due to—	*Percent*
Incompetence	33.2
Inexperience	6.6
Lack of capital	30.3
Unwise credits	1.9
Failures of others	.9
Extravagance	6.
Neglect	2.4
Competition	4.2
Specific conditions	13.4
Speculation	.4
Fraud	6.7

The above figures should prove interesting. At least 82.5 percent of failures are due to shortcomings of personnel or faults of management in some form or other.

erted into "To break even, advertising columns per page"; i. e., the number of columns of ads per page or the period which is necessary n order to reach our base line. If he figure in "wont up a page after aid advertising columns reached" s higher than "to break even," then e lose, of course.

Many of us I suppose maintain a orking schedule of pages to be issued predicated upon the number f paid advertising columns. We re often confronted, however, with ie advertising department bringing n advertising, the number of colmns of which is in excess of our ake-up for today, but not enough olumns to rise two additional ages. The question arises: shall e eliminate the additional adversing, or shall we rise the two ages? How do you determine it? he answer is apparent: If the aditional advertising revenue is more than the cost to rise, go up two pages; if it isn't, reject the advertising.

In answering this problem, we are apt to take the unit page cost as the basis for our determination. *This would not be strictly correct.* The cost of two unit pages exceeds the cost to rise two pages, for the cost to rise two pages under the conditions we mention will take in direct costs only. This direct cost would include paper and ink, direct composition, second class mail, expressage and similar direct costs attributable to these two pages. So you see the cost to rise two pages is less than the cost of two unit pages.

Recommends Use of Graphs To Newspaper Publishers

THERE is a distinct tendency among publishers and other lines of business to use graphic charts and lessen the presentations of masses of figures. If you have not used graphs, permit me to suggest you try them. If any of you experience difficulty in visualizing your reports when presented with the usual array of figures, permit me to offer to set up several of your charts without cost to you and show you how impelling and understanding these figures become when presented in this manner.

If you do nothing else, graph your circulation, your advertising lineage as well as your earnings and cost per inch of advertising. If you wish to hang these in your office, you can code them properly so that the casual observer may be unable to identify them. Take such simple figures as 11.9 cents per inch advertising earnings and 11.1 cents per inch advertising cost, the graph will make you realize this difference or spread in a manner so

SPECIMENS of USEFUL COST RECORDS ELUCIDATE THIS EXPERIENCE-STORY

(From an Address to the Oklahoma Press Association)

UNIT PAGE COSTS

	This Month	Last Month	This month Last year
Composing	$ 7.91		
Stereotype and Metal	1.26		
Press and Power	4.10		
Depreciation	1.74		
Mechanical Cost of Make-up	15.01		
Paper and Ink	16.13		
Manufacturing Cost	31.14		
Editorial	10.08		
Advertising	13.89		
Cost of Production	55.11		
Circulation	15.90		
Mail	4.01		
Cost to make and sell	75.02		
Administration	11.36		
Total Cost	86.38		
Profit	26.10		
Total Revenue	112.48		
Equivalent pages set by composing room	3.60		
Composition cost per page set	$ 4.08		

PARTS OF THE DOLLAR COST

	This Month	Last Month	This month Last year
Composing	$ 7.04		
Stereotype and Metal	1.00		
Press and Power	3.65		
Depreciation	1.55		
Mechanical Cost of Make up	13.24		
Paper and Ink	14.35		
Manufacturing Cost	27.60		
Editorial	9.00		
Advertising	12.36		
Cost of Production	48.96		
Circulation	14.14		
Mail	3.57		
Cost to Make and Sell	66.67		
Administration	10.11		
Total Cost	76.78		
Profit	23.22		
Total Revenue	100.00		

COST TO GO UP TWO PAGES

	This Month	Last Month	This month Last year
Composition	$ 8.16		
Stereotype materials	.32		
Paper	18.02		
Ink	.90		
Second Class Postage	7.45		
Expressage	1.10		
Other direct charges			
Total	$ 35.95		

EARNINGS PER INCH OF ADVERTISING

	This Month	Last Month	This month Last year
Local Display	$ 0.38		
Local Classified	.29		
Local Total	.35		
National Display	.44		
Total Display	.42		
Classified	.29		
Total	.36		

COST PER INCH OF ADVERTISING

Total cost of advertising	$ 6,283.00
Less Circulation Earnings	1,283.00
Net cost of advertising	5,000.00
Cost per page of paid Advertising	42.73
Cost per column	5.34
Cost per inch	.27
Cost per line	.02
To break even, advertising columns per page	3.49
Went up a page after paid advertis- columns reached	3.92

forcible that no set of figures could ever hope to attain.

DO you have your balance sheet divided between current, fixed and deferred assets? Do you know for instance that your cash on hand should never be less than 12 per cent. of your liabilities, and that your case and receivables should be at least 1¼ times your liabilities?

We often hear the statement: "He had too much tied up in inventories."

How many of you know that the maximum limit of inventories as compared with your current assets should never exceed 60 per cent?

Your current liabilities should never exceed your net worth, and your net income should never be less than twice the interest on your funded debt.

Any analysis of costs should be practicable, usable, not complex but simple. Neither should it require an investment out of proportion to the benefits obtained.

Finally, the cost analysis when installed properly and thinkingly, must not be expected to do too much in itself. It will disclose facts, not guesses, upon which action can be based. It will make the semaphore go up. You can either stop, look and listen, or go ahead just as you select.

"The biggest system achievement," says Ralph Estep, "is to make a big system little. Anybody can make a little system big. Noah put the whole world in the Ark."

A little cost analysis coupled with a little common sense will accomplish wonders.

BUSINESS CARD DIPLOMA; SCHOOL TO PRINTERY

Novel "Resignation" Handed to Principal Began a Noteworthy Publishing Career

By NORTON JAMES

HE doesn't remember how he spent his first dollar earned in the printing: publishing business; for, he needed so many things then—at 17 he embarked in it, *sans* experience, or cash, although he had good credit. The initial investment of James Henry Rinker, present editor-manager of the Brunswick (Md.) *Blade-Times* footed up just a hair under $50, together with a part of a high school education through which he had worked his own way.

Quitting school, the principal asked "WHY?" Rinker handed him a card, saying:

J. H. RINKER, PRINTER

and soon, he says, "I accumulated quite a bit of new knowledge."

NOW, how did the *Blade-Times* get its start? Mr. Rinker said: "During a dull period in the summer of 1914, I edited and published a 'City Directory' in the form of a miniature newspaper. It was printed on my job press. That was repeated, as a miniature newspaper, at intervals of two weeks, and was called the Brunswick *Blade*. After about 20 issues of that paper, friends and influential business men and customers persuaded me to start a newspaper. I was not in favor of the idea, and objected seriously, because I had a comfortable business and had about all I could do. Besides, Brunswick already had one newspaper.

"Finally, at the earnest solicitations of Dad and friends, I submitted, borrowed the necessary capital, and added sufficient equipment to get out a paper—The Brunswick *Blade*. After a separate existence of three years, the Brunswick *Blade* and the Brunswick *Times* were consolidated, the former buying out the latter.

"Shortly after the consolidation the war broke out and with the scarcity of labor, I was up against a proposition for help. It was either give up entirely or buy a composing machine. A Linotype was bought and was set up about the middle of May, 1918. I set the type for the paper the next week, and on Saturday of that week was called to the army.

IN October, 1917, the clerks in the employ of the railroad went on a strike, and as the result Dad resigned his position as claim clerk of the B. & O. I offered him the job of bossing the shop. He accepted and became a partner. He managed to keep the shop going during my absence, but suffered a breakdown, which later proved fatal.

"During the absence of the founder of the Brunswick *Blade*, during the war, my shop was almost wrecked by careless and indifferent printers. On top of this, bills were outstanding everywhere. Dad had failed to make his prices correspond with the cost of living. I borrowed no money, but went to work. I jumped prices at once—ads went up and my customers got sore until I explained the situation.

"In a short time I had paid off my indebtedness and began little by little to replace machinery, type and miscellaneous articles until I had once again a shop.

JAMES H. RINKER

Editor-Manager, Brunswick (Md.) Weekly Blade-Times

"I am operating two jobbers, a 8 x 12 and 12 x 18 C. & P. and vidual electric drives. Also, Lino type machine with geared motor wire stitcher, and a complete as sortment of type, borders, rules leads, slugs, etc."

MR. RINKER has been successfu as a machinist. All machinery with the exception of the Linotype was set up by him alone and started

"I have bought many thing which kept me guessing for a time but I finally mastered the puzzles, he said. "I well remember on on occasion, my old S. & L. Gordon the first power press I had, brok the throw-off lever bracket. I coul not get one. I needed the pres badly, so set to work and built framework of wood, attached th lever to that and operated the pres for six months, until I could hav a part made. This machine ha since been replaced with a 12 x 1 New Series C. & P."

CARRIERS HOP INTO SLUMP & GET GAINS

Keeping Them Interested, Sums Up Plan of Colorado Springs Fast Daily Duo

By R. E. MOHLER

R. E. MOHLER
Circulation Manager
Colorado Springs (Colo.)
Gazette & Telegraph

THE seasonal slump in circulation—coming, naturally at different periods in different localities—continues to be a source of consideration for circulation managers. Out here in "The Sunshine City," Colorado Springs, the metropolitan center of the scenic Pike's Peak region, we have a situation that is directly opposite to that confronting circulation men in most other American cities.

We have no summer slump, when great numbers of subscribers forsake their usual haunts for the cool retreats of northern resorts. This *is* a great summer resort region. Street sales go soaring upward, and hundreds of summer cottages and homes are again filled with *Gazette and Telegraph subscribers.*

But *when winter comes* we have to fight the slump.

Planning Ahead Sidetracks Winter Slump Among Boys

ABOUT the first of November, we arranged our entire force of sixty carriers into two teams or divisions. We decided that as, sooner or later, each of these young fellows would take on the responsibility of working for some member of the fair sex for the remainder of his life anyway, we would give an early start. *We appointed two of the most popular young ladies in the office as captains of the respective teams.*

We offered the following prizes: To the carrier in each division with the highest number of points to his credit on November 21, a big fat turkey with all the necessary trimmings for a Thanksgiving banquet in his home; to the carrier in each division with the next highest number of points, a turkey without the trimmings. To the young lady whose division had the highest number of points at the close of the contest, we awarded $10 in cash.

Points were allowed for all new two-month ads and for service each week without complaints from customers. Cash commissions were paid on all new ads on a graduated scale, depending upon the total number of orders from each individual carrier each week, so that the more orders the carrier got each week the higher would be his rate.

Over a thousand new readers were added during this contest.

A successful Christmas Cash campaign was next waged, after a couple of weeks rest. Cash commissions were paid on all two-month adds under the same plan used in the Thanksgiving contest.

Always Something Doing To Interest the Carriers

OCCASIONALLY we offer to take carriers who bring in at least one new ad, on a certain evening between 7 and 8 o'clock, to a show. We make this offer when there is some especially interesting or thrilling picture booked. Often over half of our entire carrier force qualifies to go.

All of our carriers are hired on a salary and commission basis with an understanding that *soliciting is as much a part of their duty as carrying their papers.* Before a carrier is put to work, and constantly thereafter, he is trained to go out and "sell" the *Gazette and Telegraph* on the merits of the papers. We hold salesmanship schools frequently as a medium of training for all new carriers and slow producers.

We often take a group of twelve to fifteen boys after supper and solicit systematically in some certain territory for about an hour and a half. We arrange our solicitors in groups and route them, and check them up on street corners so that each and every house in the territory is approached and there is no duplication.

This same system is often used on Saturday with good results.

Another stunt that has brought in a great many orders is the plan of having all carriers report, either in person or by telephone, at a certain time in the evening after they have put in a couple of hours at "twilight" soliciting.

No "Stops" are Permitted to Remain Among "Dead"

WE have adopted a system of follow-up on all stops to obtain renewals. We request the carrier to wait about two days after the stop has been turned in to give someone a chance to have moved into the house left vacant or to give the party, who stopped, time to really miss the paper on account of the reading habit.

We check all stops back against a record to see that all carriers are co-operating. This follow-up system has produced as high as 20 per cent renewals of potential prospects.

Unless the stop was the result of poor service on the part of the carrier, we allow him the same commission and points on the renewal order as on new ads.

Biggest Stunt of the Year Patterns Pike's Peak Classic

AFTER a good rest from the grind of intensive contests and campaigns, we next put over what proved to be the best stunt of the season. On January 21, we treated our entire circulation department to the annual carrier banquet at the famous Broadmoor Hotel with the best meal that could be bought, and our own music and entertainment. After the festivities, we launched our First Annual Pike's Peak Auto race.

Out here, you know, we stage an event on Labor Day each year that is a classic in the automobile racing world, the Pike's Peak Auto Race. This race gets up more enthusiasm than anything else that happens during the sports season unless it is the famous Pike's Peak rodeo.

We decided to cash in on the popularity of this event by putting on a Pike's Peak Auto race of our own, so we divided our carrier force up into six racing teams, each consisting of nine mechanicians or helpers and one driver.

The carrier who had the most new adds to his credit was the

MY PET : :

By PERCY H. BENNETT
(In the Printcrafters)

GIVE me the old High-5, Boss,
It's the best of them all;
Perhaps sometimes the metal gets cold—
Perhaps a mat won't fall.

But I like to hear the racing machine
Go rushing on its way,
And soon I'll hear the ringing bell
Proclaim the close of the day.

Loose line—tight lines—
It will take them all;
So give me the old High-5, Boss,
It's the best of them all.

driver until someone else reached a higher total than he had, then he was replaced.

A local commercial artist painted a picture of Pike's Peak showing the race course, exaggerated of course, running up its side, and we hung this picture on the wall in the circulation department. The cars were realistic speed models, made of pasteboard, with drivers shown in the seats, and were fastened on the course with thumb-tacks and advanced a given distance for each ten new ads turned in by the teams.

A fine gold watch was awarded to the driver who made the best individual showing and four merchandise orders constituted the other capital prizes. Individual showings were based on a point system wherein credit was given, as always, for perfect service each week. The team that forged ahead the farthest each week was given a higher rate per order in cash commissions than the next, and so on down the line. All new adds were paid for in this manner.

Put Huge Kick Into Race; Everything But Gas Smell

WE created an atmosphere from the start of a real race. Bulletins, etc., were worded in the vernacular of the race. We had everything but the odor of gasoline and burnt oil.

The laggards on each team were not allowed to hang back because the hustlers on the team knew that if they allowed this to happen it would cut into their pay checks at the end of the week by reducing the rate paid for their orders.

An award of $20 cash was made to the members of the team reaching the summit of the peak first.

This contest not only produced several hundred new ads and a fine increase in both daily and Sunday draw but what is more, it got every carrier to working.

8-MONTHS' TEST OF 12-em COLUMN WINS

Missouri Publisher Tells How He Made New Measure Save Materials and Cash

By W. CLYDE FULLER
Business Manager, Lebanon, (Mo.) Rustic

LIKE the publisher in Iowa, whose fine article recently appeared in *"NPJ"*, we like the 12-em column. *After eight months trial we are firmly convinced that it should be adopted universally.* The large dailies have been the pioneers in this move and the rural weeklies and small dailies should follow their lead.

In making the change, there is a considerable amount of labor in the re-cutting of leads and slugs to fit the new measures, and it takes time to become accustomed to the new measures to which the ads must be set.

OUR foreman tells us that the display lines seem to fit better in the 12-em column than in the old 13-em column. The explanation is that many small town merchants copy the style, and sometimes the wording, of their ads from the nearby large city dailies.

We strongly advise the use of 6-point column rules *only* in making the change. The 3-point and 4-point column rules cause uneven measures in ad composition.

As explained by our Iowa friend, presses can be changed to accommodate 7-column, 12-em papers instead of 6-column, 13-em papers where the cylinder has 30 inches of printing surface.

IN our office we have worked out a plan whereby we use single chases instead of folio chases. We do this because a double-page chase is heavy and awkward to handle, whereas a single-page chase is easily transferred from the stone to the press.

We had a local machinist plane out our chases until the sides of each chase are only 3-ems wide. And instead of the usual heavy side lock-up stick, we use a thin steel strip similar to that used on the chases of the flat-bed perfecting presses. The main lock-up is made at the bottom of the page with heavy quoins while on the side we use No. 0 Wickersham quoins, using only a light lock-up.

After the forms are on the press we place a solid steel bar extending across the bed of the press from bearer to bearer between the chases and the lock-up plates on the edge of the bed. In the rear of our Cranston drum cylinder we have had extra wide lock-up plates made which serve the same purpose as the steel bar in front, reinforcing the narrow sides of the chases.

THE advantage of the 12-em column is that it enables you to add exactly 8 columns to your paper with very little increase in the amount of paper used. We are now using 32x44-58 paper instead of the 30½x44 size.

The proof reader is authority for the statement that practically the same copy will go in a column 12-ems wide as in a 13-em column. Hence, more reading matter for the subscribers.

Then, too, the advertising revenue is automatically increased. There are no questions asked by the advertisers. The rate per inch per insertion remains the same. The plan also gives A-1 position to all ads by the method of the double pyramid make-up style of locating them on a page.

Practically all mats and cuts for foreign ads are now made to fit the 12-em column. Those that are too wide can usually be trimmed down with the saw and a file.

If a publisher's press is not large enough to accommodate a 12-em 7 column paper we would suggest that he change his 6 column, 13-em paper to a 6 column, 12-em paper now, and when buying a new press purchase one large enough to print a 7 column paper.

THUS HE MENDS HIS SHELL WITH A PEARL

AS no man thoroughly understands a truth until he has contended against it, so no man has a thorough acquaintance with the hindrances or talents of men, until he has suffered from the one, and seen the triumph of the other over his own want of the same. He has a defect of temper that unfits him to live in society. Thereby he is driven to entertain himself alone, and acquire habits of self-help; and thus, like the wounded oyster, he mends his shell with a pearl."
—*Emerson.*

R. R. ROBERTS

The Britt (Ia.) News-Tribune
Owned and Managed by L. G. and R. R. Roberts

CLEAN UP PEDDLERS WITH Lil' Ol' PEN

If Your Merchant-Advertisers Have to Meet Such Competition, Try This Plan

By R. R. ROBERTS

MAKING war on fakes and peddlers! I had been watching the growing tendency of people in our community to purchase goods from canvassers and peddlers. Three medicine wagons and several ladies selling toilet articles were making the rounds regularly. We had the suit salesman, raincoat salesman, broom and brush peddlers; fish, apple and peach peddlers; men by the dozen selling ladies silk hoisery, shirts, vacuum sweepers, aluminum ware, and everything else.

In fact, these had backed the book agents entirely off from the porches of our citizens!

A number of local grocerymen bought a car load of New York apples, advertising the arrival of the car two weeks in advance and quoting prices on the different varieties.

When the car came there appeared alongside of it another car of apples and an energetic faker, who strolled about the streets ringing a bell and quoting lower prices.

In spite of the inferior quality of his fruit, many local people purchased and the merchants were hard pressed to dispose of *their* apples. They appealed to the town authorities, but with no effect. The peddler departed with his coin.

Women's Clubs First to Feel Effect of Editorial Spear

OUR first article in a campaign to meet such evils, was directed toward the women's clubs and other organizations, which are besieged with magazine salesmen trying to get them "to earn money"; also, the embossed stationery and Christmas card houses; the handkerchief, ladies' hose and extract manufacturers, and all such.

It is very plain that these firms have three objects in view: To sell their goods without employing salesmen, *or advertising;* to place at a disadvantage the local dealer, *making it appear that his profits are exorbitant;* and, to cultivate a desire among people to send away for goods.

When an organization takes on one of these propositions, the members are simply making of themselves cheap salesmen—not on the merit of the article, but on "pull" with their friends and the standing of the society in the community.

To the organization this represents the same thing that profit does to the merchant; so what the organization takes in commission, the merchant loses in his profit, and thus local business is undermined.

The third and last object is to cultivate a desire in people to send away for their goods. We all know where this leads to.

Our article was directed to the clubs to give them the local side of the situation and to make them see that if their society had a right to live it was worth supporting out of their own purses; and if not, the sooner they disbanded the better.

This article, so it appears, was well received; and the ladies after having given thought to the local situation, became supporters of a movement to discourage the canvasser and the out-of-town money raisers.

Some of the ladies placed signs on their doors directed at the peddlers, and reports are that these were effective.

Schools Helped as Another Angle Showed its Head

A SCHOOL teacher wrote us that she certainly got hit when it came to canvassing, for she had carried on campaigns to earn money to buy playground equipment and a flag for her school. She asked us how to raise funds for such things.

This gave us an opportunity to study the school laws and to commend the rural teachers for their valiant fight for their schools against a sleeping public opinion.

I quoted the state school laws providing for the display of the United States flag at all schools during the school year, and also told that it was the duty of the directors to furnish these flags.

It was surprising how many school flags were soon fluttering to the breeze. We do not doubt that other needed school equipment has been easier to get.

Dealers Caught Buying Out of Town, Like Patrons

WE next gathered data for an article *aimed at the merchants themselves.* We found that some of them never bought an article in Britt which they did not carry in their own stocks. The groceryman bought his furniture and clothing when on trips to the city; the clothier bought his vacuum sweeper and hardware from the canvasser or sent for them; the hardware dealer sent away for his groceries, thus completing the circle. We even found where a clothier had sent to Minneapolis for a lawn mower.

I told these men how these things looked to the farmer they condemned for buying from the mail order house.

One man became irate and told me that another merchant had put in a stock of goods in direct competition to him and that the peddlers could sell all the dry goods they wanted to, so far as he was concerned.

The next week we quoted him without using his name.

These things got everybody to talking about how they had been faked with purchases from canvassers.

Checks Up Local Dealers On His Advertising

THEN, I wrote an article on where the money went, using as my illustration the clothier who had purchased the vacuum sweeper, and the vacuum sweeper man who had purchased a suit of clothes from a canvasser.

We found that a furniture dealer and a meat market proprietor had made a settlement of a year's standing in which about $500 was involved. We got their permission to show that had they spent the money out of town, the community would be that much poorer.

A VIPER in the FOLD of OUR PROFESSION

By CLYDE E. MUCHMORE
Ponca City (Okla.) News
(Address to O. P. A.)

NO doubt we shall see a number of fly-by-night political organs established during the present campaign. They will come for a purpose, and pass on when they have served or attempted to serve this purpose.

By all odds the political is the worst form of newspaper and the editor of such a sheet the worst type of journalist, if we should do him the honor to so designate him. *He it is who biennially and quadrennially casts suspicion upon the noble profession in which we all take just pride. He it is who poisons the mind of the public as to the sincerity and honor of the Fourth Estate.*

I would discourage him and his methods, and all others of his kind, in order that journalism may attain the high position to which it is rightfully entitled.

Concerning vacuum sweepers and rain coats, we spent a little time in checking up the advertising on these two commodities and we did not find where any advertising for either one was run by our local firms for a year, yet there are four or five places in Britt where such articles may be purchased; and, without doubt, superior articles in quality.

Doesn't Fall Into Net Of "Free Copy" Requests

ANOTHER side of the question is this: the *News-Tribune* is frequently requested to mail copies of its paper to unknown firms all over the United States. We have stopped doing this, unless money is enclosed in payment, because we feel that some firm wants to tabulate the advertisements.

It is natural to suppose that if they do not see certain commodities advertised in season, there is reason for them to believe that Britt is a fertile field, and out hops one of their grasshopper salesmen; or some of their persuasive advertising is mailed out to a list of names gathered from the paper.

The money that goes into the cities through the agency of the mail order house and canvasser is drawn out of local banks and is deposited in city banks. When our country banks do not have sufficient deposits to meet the demand for loans they go to the city banks to borrow money and pay interest on it. Thus the city exacts another profit from our earnings in the interest the local bank pays to get the money drawn out from our locality back into home circulation.

Any banker or postmaster could tell an amazing story of the inroads mail order houses and canvassers are making on local business.

License Law Believed to Be a Remedy for Evil

THERE is no reason why canvassers and peddlers should escape paying into the public coffers a part of their profits. The glove manufacturers in one New York town have withdrawn their products from the retailers and discontinued advertising and hence forth send out only house to house canvassers. If their salesmen come to Britt there is no reason why they should not pay a tax the same as the local merchant.

Some towns do have a license fee sufficiently high and others will have to consider this matter seriously as the problem is likely to increase as time goes on.

For instance, Algona, Ia., has an old ordinance by which they collect 5% of total sales made by an outside salesman in addition to a license fee of $5. Recently a harness salesman went into that town, held an auction sale in defiance of the ordinance, was hauled into court and made to pay $100. and the license fee when upon checking up his sales it was learned he had sold $2,000 worth of harness.

The Algona harness dealer will be called upon to pay his church contributions, his taxes, contribute to all local projects and support his family even though the faker has skimmed the cream from his year's business.

The license fee should be sufficiently high so it would bring prices of goods sold to a figure nearer the level which has to be maintained by the local merchant.

We are thoroughly convinced that the members of press associations should work for state legislation that would not only cause the peddler to pay a license but would include the slicker who goes into a town and takes orders one day and delivers the next with a view of escaping the license.

Necessary to Conduct a Campaign of Education

WE do not believe that making war on canvassers and peddlers would result in much good unless considerable sentiment was built up in a community in advance.

As a result of my campaign I have gained a better respect of the men who use our columns for advertising, because they feel that I am working for their interests; and I find that the people of the town have a different attitude toward the canvasser, for the reduction in the number of peddlers has been noticeable.

"NEWS PUNCH", REGULARLY and OFTEN, WOMEN'S SUCCESS TOOL

Business Manager and Associate Editor Get the Bacon

By HARRY MYRICK

WHAT can a woman do, in or for a newspaper-job printing business? The question s yet being asked, although there re many outstanding successes in he field, in large as well as smaller ffices, which are distinctly to the redit of women.

But suppose that *several women* et into such a business? Are there ossibilities for a real story in that uestion. Here is just such a story -an *experience* story.

Since January, 1925 the business f the Huntsville, (Tex.) *Item*, both the newspaper and commercial nes, has been more than doubled. his remarkable growth is attribud to several factors.

First, it should be recorded that he *Item* has just moved into a new uilding—a credit to the paper and the community.

RIOR to January, 1925, the *Item* had been an eight-page weekly ith only four pages home print, e other ready-print. Then the ublisher's wife, Mrs. Ross Woodall, ined the staff as business mana-r, and Miss Bess Farrington Smith, graduate of the School of Journal-m of the University of Missouri, so became associated. The "force" came sufficiently large to begin me improvement methods, which ve been effective.

The *Item* was at once made into eight-page all home print paper. he first "progress stunt" was in the circulation field. The names of all persons in the county who were not taking the paper were secured. To these people a letter was sent. This letter explained that the paper was being improved; that it contained valuable reading matter, local news and features; that the advertisements were more than worth while; and, that they should not miss regularly receiving the county weekly. Also, they were told that a sample and complimentary copy would be sent the following week. This brought many new subscriptions.

EDITORIAL OFFICE, A WOMAN AT THE DESK

Miss Bess Farrington Smith, Associate Editor, Interviewing Fred E. Campbell, Southern Paper Company, Houston, Tex., at Huntsville

A few weeks later a follow-up letter was sent those persons who did not answer the first. "This one explained that we believed the former letter had been overlooked, and that for their convenience we were enclosing a self addressed stamped order card, which they could mail without the least trouble, and in return the Huntsville *Item* would be sent them," said Miss Smith.

"Our subscription list grew rapidly, *but* there were many old subscribers who had failed to pay their bills. In order to counteract this evil, our business manager incorporated the plan of sending monthly statements to which was attached a ready-made check. All that was necessary then was the addition of the signature, the check being placed in an enclosed envelope.

"This is indeed an effective plan, and our subscription list really means many dollars to us each month.

"To those who do not return payment within a month a card is sent on the following 'first of the month.' It tells them that their names will be dropped from our mailing list if their bill is not paid, as our business

MRS. ROSS WOODALL, BUSINESS MANAGER

A Glimpse of the Office in Which Woman Executive of Thriving Paper Holds Forth

Does Your Customer Buy Your Full Line?

If he buys and likes one kind of merchandise sold by you do you give him an opportunity to buy each and every article that you sell?

One of the simplest and easiest ways to do this is through the package insert. A little slip of paper printed with an interesting sales message will tell interested and satisfied customers about your full line.

REMEMBER: **A satisfied customer is your best prospect for new and further sales.**

The Item Printing Company
PRINTERS—PUBLISHERS
Avenue L, Huntsville, Texas

CARDS AND ENCLOSURES PUSH JOB DEPARTMENT
Blotters and Other Vehicles Are Used Persistently And Regularly by the Huntsville (Tex.) Item Plant

cannot run just on reputation. There are very few names that are dropped.

"Courtesy pays in everything. We have two letter forms printed and all that has to be added is the customer's name. One is like this: 'We are complying with your instructions concerning the change of your address, for which information we thank you.' The other: 'We thank you for your renewal to the Huntsville *Item.* We hope that you will continue to enjoy reading the paper each week.'"

THE associate editor writes practically all of the copy for the paper and handles the local advertising. The most effective means of selling to the local merchants, she has found, is to *have something to sell* when she goes around. Her policy is to prepare a lay-out for each merchant and take it with her when she makes her call.

"We use a splendid ad service and make our own cuts, so this facilitates ad selling," said Miss Smith. "The advertising has increased to such an extent that we are planning to go from eight to twelve pages soon.

"Many merchants who do not advertise regularly are always ready to join the others when we put out *a special edition,* one of which *is published at least five times a year.* When they see an attractive cut and a good sales message with their names at the bottom, selling is not difficult."

In the job department the business manager has found that soliciting work for this is quite as effective as soliciting advertising. *About ten days before the first of each month she makes a round of the town and asks the business men who will need statements, envelopes, etc., for their monthly bills.* This brings in the business and makes the work easier than have it stacked all at the last of the month too, it has been found.

"We advertise our job department through our paper, by souvenir blotters, by sending out at regular intervals reminder cards," said associate editor Smith. *"We get many new customers by presenting new business concerns with their first stationery with our compliments;* when they need a 'refill' the *Item* gets the job."

THE HARDEST JOB IN all the WORLD : : : :

"Voice of the Victor"

THE hardest job in the world, says a conspicuously successful executive—"is to get people to work for you and then to let them work out their own salvation."

TOO many of us want to dabble in every job, and employes too often are not given the chance to work out their own ideas of how it should be done. I believe that is often the reason why a business in which there is plenty of opportunity often fails to prosper.

REMEMBER, that no worker can do his best until he begins to regard the job as his own.

THERE is more incentive to constructive effort on the part of employes, in the feeling that they own their jobs, than in cash reward.

FOR nearly seventy-six years t Huntsville *Item* has enjoyed successful era of publication, havi been founded August 20, 1850, George Robinson, who came Texas in the late forties fro Liverpool, Eng.

The *Item* recently moved into i new home, the staff of the paper e tertained with a "Pi Special" the opening night, when nearly the readers came to call. Sever former editors and other newspap friends were among the out-of-tow guests. Booklets entitled, "Hunt ville, Our Historic Little City", we given as souvenirs.

The *Item* building is of bric Upon entering one finds himse in the business office, which co tains stock cabinets and a system drawers used as advertising file and a counter arrangement ov which business is transacted. A joining this is the editorial offic attractively equipped with desk typewriters and the like.

A partition divides the front the office from the mechanical d partment. A large job printi business is carried on in conne tion with the newspaper.

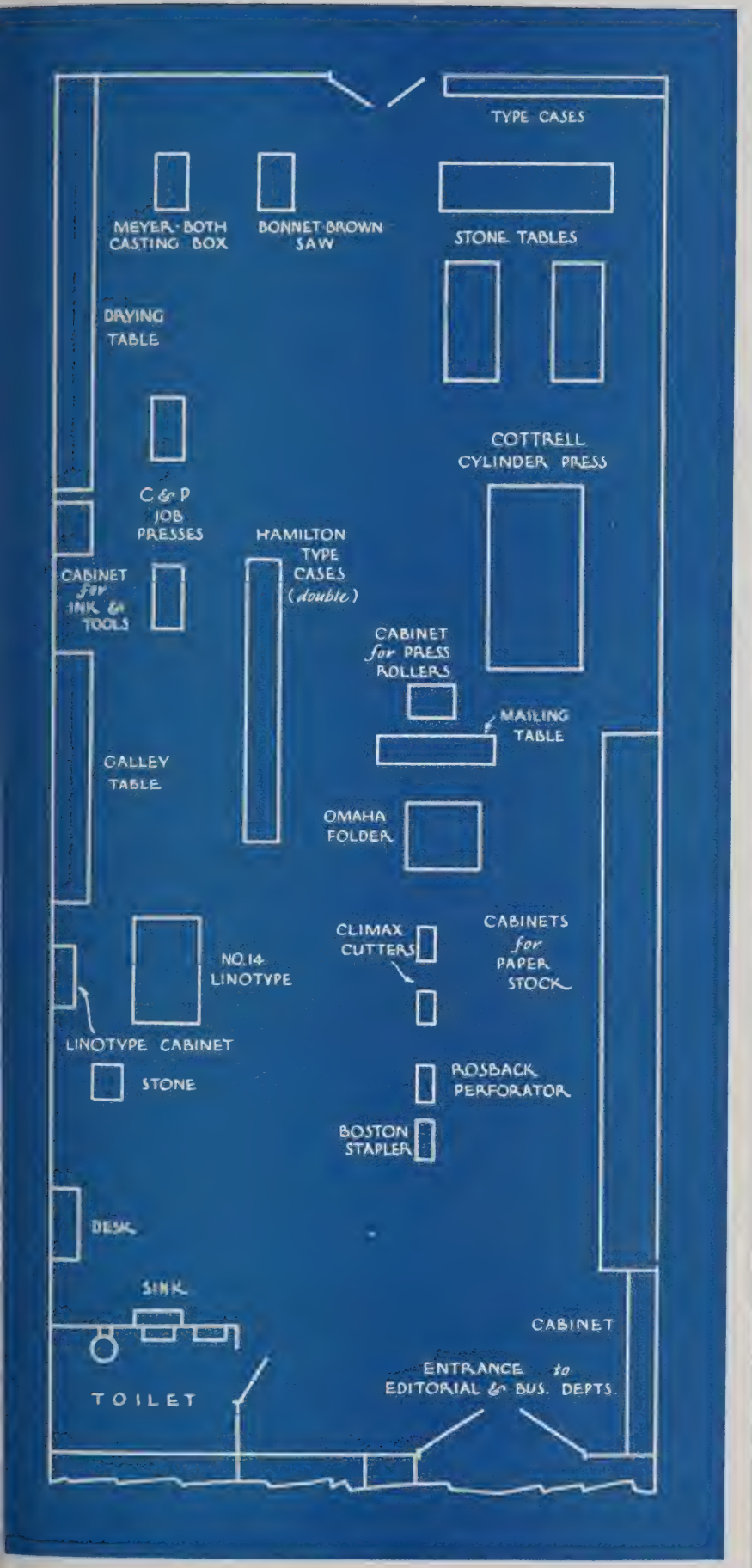
"A Greater Newspaper for Greater Huntsville", is the sloga used by the *Item.* Along with ca rying the usual news of the wee the *Item* makes a specialty feature stories, for the town has a abundance of sources for these.

THE *Item* is proud to claim a nu ber of outstanding journalists its ancestors. There is Marcell Foster, president of the Housto (Tex.) *Chronicle;* George Robinso president and editor of the Wac (Tex.) *Times-Herald,* and Fred Robinson, vice-president of t same publication.

During its seventy-six years of e istence the Huntsville *Item* has e perienced many changes as to ow ers and locations. In 1915 it w sold to its present editor and owne Ross Woodall.

Huntsville is the home of Ge Sam Houston, a famed Texas her whose remains lie at rest in Oa wood Cemetery. The town is o of the leading educational cente of the state. The oldest state teac ers' college, Sam Houston, is locate there. The state penitentiary al is in Huntsville.

The town is nestled among hil and valleys, its natural beauty bei known far and wide. It is yet small town, having about 5,000 po ulation, but the vast improvement during last year are sufficient ind cators that Huntsville is now awa ening to an era of prosperity, an in this improvement plan the *Ite* is playing no small part.



TIDY BACK OFFICE OF HUNTSVILLE (Tex.) ITEM
Editorial, Accounting and Management Offices are in Front of the Layout Here Shown; Good Routine in Use

PERTINENT POETRY

Mightier Than the Sword

(Lord Byron)

O NATURE'S noblest gift—my grey goose quill;
Slave of my thoughts, obedient to my will.
Torn from thy parent bird to form a pen—
That mighty instrument of little men!

An Old Printer

HE MADE me think of Franklin as he stood
There at the stone, keen eyed and skilled of hand;
One of a great, far-reaching brotherhood,
One of the many printers in our land.
Plainly he loved his task. A quick glance here:
Some quoin to loosen, letter to reset.
Page after page he tied, while we stood near,
Our very presence seemed he to forget.

I thought of other printers, centuries gone—
Gutenberg, Caxton, Aldus, thrifty Ben—
While here before me, swiftly on and on
This artist labored now, as had those men.
"A printer long?" I asked. He paused to say:
"Just sixty years — and never missed a day!"

—Francis Crosby Hamlet.

"THE NEWSY WEEKLY PAPER FROM THE OLD HOME TOWN"

TALK about your literature
And papers up-to-date,
About the legislature
And doin's, through the state;
To me they ain't comparin'
Though I look the world aroun',
To the newsy weekly paper
From the old home town.

Ma comes into the settin' room
And lets the dishes go,
And listens while I read about
The folks we used to know:
For births and deaths and land deals
And weddin's, too, abound;
All are mighty interestin'
From the old home town.

I know it ain't so classical
As these big dailies are
That tell about the world court
And latest movie star;
But jist for my enjoyment
There's nothin' I have found
Like the little newsy paper
From the old home town.

—Mrs. Effie Crawford

WALTER W. R. MAY

Executive News Editor, Portland (Ore.) Oregonian

"NECESSARY EVIL" SILVER-LINED

Pacific Coast News Executive Calls for Co-operation With Business Side

By WALTER W. R. MAY

I SPEAK with the editorial view point when I say that one of the most troublesome of today's newspaper problems has to do with the relation of the advertising to the news department.

A newspaper today, to be a good newspaper, meeting competition, fighting the public's battles and keeping abreast of the many demands of the public, must be a going concern. A newspaper that cannot dress its columns with the best the news markets afford, that is obviously starving while others around it are well fed and have spending money in their pockets, is no more an influence in its community than is an individual in similar circumstances, though that individual may have come down from one of the best families.

What About the "Necessary Evil" of Newspaperdom?

IT is not revealing anything mor than an open secret, which is n secret at all, when I confess tha there has long been a tradition i the news room that the advertisin department is a necessary evil.

If we were living in a classi rather than a commercial age we, a editors, might sit in splendid isola tion, somewhat above and remove from the throng, and follow a differ ent perspective, but we are livin in and are a part of a commercia age, so that I believe the wise an prudent editors are those who se clearly through the storm of varie activity that is raging about them I hope I shall not be accused b my editorial conferees of being ma terialistic for these views.

I believe the editorial and new departments (and I use the ter "editorial" in its broad genera sense) is the most essential afte all, and consequently I do not nee to do any back scratching. Withou the news and editorial pages w should go back to hand bill advertis ing. I do, nevertheless, feel tha this problem would be more tha half solved if the editorial depart ment could get rid of its *"inferiorit complex"* in relation to the advertis ing department, a condition tha has gradually grown worse yea after year as the advertising depart ment grew more powerful.

Our backs are up and we are un consciously looking for the thin that is not news from the start an are overlooking the fact that th thing the advertising solicitor i suggesting is likely to have som news value in it.

On the other hand a rank outside who stands to profit equally a much by something we do for hi in the way of news, can, if th stage is set just right by acciden set us in the editorial departmen to breaking our necks to find ou from him the very thing the adver tising department may be trying t interest us in.

Advertising Men Can Tell the Editors "a Lot"

LET us take a few examples. Th newspapers such as you and represent have from one to a doze or more advertising solicitors cal ing on the trade, day by day. The follow trails that are in the mai not frequented by reporters. The run into numerous items of person interest that we reporters and ed tors never run across because w cannot, as a matter of fact, negle the beaten paths where news is t be found.

They learn of the president of big department store breaking hi toe when he arises in the dark t

vestigate some unusual noise in e house at night. They learn that m Jones, a wrapping clerk in a ecialty shop down town has nufactured a crude machine for tting cord and is about to have patented. They hear casually at the wife of George Smith, a cycle repair shop man down the reet, had a deuce of a time having r baby the other night, and they mble upon the odd and curious ct that traveling men who carry avy grips are buying a certain nd of corset, manufactured by a tle fellow over on the east side.

If any of these facts were to be mbled upon in his day's run by e reporter with vision and a keen se for news, he would run them wn properly, and we would very kely find in the morning paper a ries of interesting items.

Had these items been brought to e attention of the average city edi-r, *in the usual way that advertis-g department men bring items to e paper,* the chances are, the fact at these sources of news were ad-rtisers, would have registered im-ediately on our consciousness.

Now, what is the cause of this at-ude? I believe it is because *the itorial department has with good ason at some time in the past hen the advertising department nctioned with close relationship the business manager, been able force us to do the thing we felt as not good newspapering.*

We in the editorial department, e called upon a dozen times a day reject stories brought in by re-rters, for lack of space, for lack human interest or local signifi-nce. But, we do not exercise the me freedom in rejecting tips or ories from the advertising depart-ent, because we have been made feel it was the wish of the busi-ss office, that we run that story nether it was news or not, and kewise we have not as a rule exer-sed the same enthusiasm in dig-ng into a story tipped off by the vertising department.

oo Close to the Desk; ere is One Way Out

AS editors we are of necessity much too confined to our desks. e feel the public pulse through the rists of our reporters and not rough the wrists of the public it-lf. I believe we are slower to ange our old notions of what is ws and what is not news, than e would be if we got out among e business men and women of the wn more than we do.

On the other hand our advertising licitors are daily calling upon the portant business men of the town no are very significant among our ading public. These solicitors must, undoubtedly, hear comment both favorable and unfavorable, that we inside editors never do hear and would never hear even if we did navigate among those same men.

We hesitate to tell a hostess her apple pie is poor, if her roast is done to a turn; or better, we hesitate to complain to the waitress that the coffee is bad, if the rest of the meal tickled our palates, but frequently when we want coffee we don't go back to that place.

I have on several recent occasions sat down and talked for half an hour with the advertising solicitors about our financial pages and learned for the first time just what the banking and investment interests really thought about our financial pages and I learned more from these chats with our advertising solicitors of financial copy, than I had learned in years of handling news copy as it piled up on my desk from a dozen different sources. These talks gave me the cue for the idea I am about to express, which may be editorial heresy, but I want to express it, and if you can convince me I am wrong in speculating on it, I shall be only too willing to go back to old beliefs

I believe in this day when the editorial department is buying expensive features; engaging upon special enterprises that not only sell papers but build confidence and incidentally call for an outlay of money, that the editorial department has a right to know a little of the business office's trouble in drawing in this money.

We should try to see if our efforts are really productive. I believe we in the editorial department should make it our business to find out occasionally why an advertising solicitor has lost out in getting some big contract, whether it concerns the editorial department or not.

The one and only way for the news and advertising department to find a satisfactory basis for genuine co-operation is to have an understanding one with the other of the problems that confront each.

Help Found in Circulation Office, Also, Says Editor

VERY closely identified with the business office in a little different way, is the circulation department. In the small army of men who sell the papers and get yearly subscriptions, there are important editorial assets. These men must know why certain people do or do not buy our particular paper, but I'll venture few of us editors make it a regular business to find out what they know.

Recently we found occasion to cut ruthlessly the daily installments of a baseball story. From the circulation room I learned about it—not from my own copy desk or from my own reading of the paper!

Should we not profit by the accrued knowledge of these news salesmen, using it to help guide us in the exercise of that mythical editorial sixth sense that presumes to know what the public wants?

We are demanding more and more money to operate a good news department. I wonder how many of us in the editorial department know what it costs to run a newspaper or what is a safe and legitimate margin of profit that a newspaper as an organization should show.

Would it impair our editorial integrity if we knew that some thoughtless action on the part of an irresponsible reporter had so offended an advertiser that we lost his account, if we felt in our heart we could not honestly defend that reporter's action? I do not think it would.

Would our sense of news judgment be any less, if for instance we understood that every time we added two pages to an edition, merely to take care of long-winded stories that might be told in half the space, it cost the organization $500 or $1,000 for white paper alone? I do not think it would.

Would it impair editorial integ-

"FREE" PUBLICITY?

ALBERT R. Erskine, president of Studebaker, has declared himself against free publicity for automobiles in periodicals:

"There is no more reason why you should print pictures of automobiles than of pianos and washing machines. Gossip of the automotive trade is no more entitled to space than gossip of department stores."

AGREED! But aren't we, in all this hullabaloo about free publicity and press agents, overlooking the person chiefly concerned, the reader?

The editor is culpable who prints a thing because it is advertised or leaves it out because it isn't.

The ethics of "publicity" seem easy to define, but the application isn't always simple. Mr. Erskine speaks of denying or refusing space to the "gossip of department stores." In cities small enough it may be printable news that a new clerk has been engaged by the department store. If Marshall Field and Wanamaker combine, the news might find its way into the London *Times* and the Berliner *Tageblatt.*

Editors get cross-eyed keeping one eye on the advertiser and one on the reader, instead of both on the reader.

—*Nation's Business Magazine.*

rity to confer regularly with the advertising solicitors and circulation managers to find out what they hear about us as a newspaper, rather than to remain smug and content in an editorial or news view-point that we inherited from some earlier regime or built up in some vague sort of way, for ourselves I do not think so.

WHAT is to be said on the other side? I think I can sum it up in a sentence or two. The business office is impairing our editorial integrity when it tries to save its cake and eat it too.

By that I mean, that when the business office endeavors to corrupt our news sense by asking us to withhold unfavorable news about an advertiser; to color or enlarge upon news about an advertiser, or to protect him in some way that we would not protect another who is a non-advertiser, it is impairing our editorial integrity.

When the business office does this, then my back does go up, but it is not because of an "inferiority complex."

I do not believe that the average business man is such a poor sport that he will for long withhold his patronage to a valuable advertising medium, merely because that medium has been fearless enough to print unsavory news of him when he has broken laws and commandments.

Therefore, if the business office —and by that I mean advertising and all other departments directly engaged in making money for the paper—is entitled to more and more constructive co-operation in the way of giving new news sense to the confined editorial men; in helping us to the vision which it gets by constantly associating with the business men of the community, it is not now, never was, and never should be entitled to a right to interfere with the editorial department's duty in printing news that is legitimately news, and which the public expects from us.

THERE is one other item. It has to do with publicity. I do not run violently with the crowd that believes all news coming from publicity agents or personal relations experts, should go into the waste basket. I know for a fact that some men who are great sources of news have employed these publicity agents as the cheapest way of taking care of the newspapers.

I have known of cases where a half a day was devoted by a big business man to seeing one reporter after another merely because he, as the non-paid chairman of a committee of public enterprise, had to give out the news.

Newspapers today almost demand that theatres hire press agents to gather and give us the news that we as good newspapers should gather for ourselves. I believe many of our readers are more interested in the announcements of unusual shows at the movies, of stories of great stage personalities and in the most ordinary items of the entertainment world, than they are in the major and heavy news of the day, and yet we rely on publicity agents so completely, that we sometimes do not even rewrite their poorly written stuff.

I believe we as editors have sharp enough wits to protect ourselves against unnecessary abuse, and if the business office would leave that entirely to our judgment we would fare a little better than we do now, by trying to feed our news columns on balanced publicity rations, balanced by the advertising contracts.

I am frank to say that I am not in the least afraid of publicity agents and the evils they represent. Their wares are to me often much more interesting than the news that comes in from the police court, and the chamber of commerce. Half of the features we pay good money for as bait to advertisers is little less than publicity for their creators.

I have a concluding thought. We as editorial men do not as a rule presume to know much about business. I would to Heaven we did know more. I have never known a newspaper man properly trained who failed in business once he entered upon it, and didn't continue to dabble in newspapering. That is, if he is a good newspaper man, he is pretty apt to be a good business man if he applies himself to it. But, generally speaking, when our interest is tied up in the editorial department we pay little attention to the arts of making money. On the other hand I believe the men in the business office engaged in making money for us to spend, will do well to trust us in matters that lie on the thin line of demarcation dividing news and advertising.

TWO DOLLARS a WEEK WAS ODDY'S FLYING START

Prexy of South Dakota Association Now Owns the Plant and All the Competitors

By KENNETH HALL

THE South Dakota Press Association's chief executive is the sole owner of the only newspaper in a town of 1,400 population. Eighteen years ago he was an apprentice in the same town at $2 a week. That was "the scale" for printers' devils, then.

Three years he stuck to this menial task and then he leased the paper. It was the *News*. The name of the paper, following several consolidations, yet remains the *News*.

FOUR years after Mr. Oddy had leased the paper, he became its owner and started in to make a name for himself as a booster for Woonsocket and for South Dakota. When he became owner of the *News*, there were two competitive papers in Woonsocket and one in Forestburg, a small village to the east. Later two of the Woonsocket papers and the Forestburg paper were brought under one management as the *Sanborn County Herald-Times*. Mr. Oddy bought this combination and consolidated it under the name of the Woonsocket *News*.

He was elected as the first vice-president for South Dakota of the N. E. A. when that system of officers was launched following the meeting at St. Augustine, Florida, in 1921.

EDWARD B. ODDY
President, South Dakota Press Association

AUL R. GODDARD, President, Washington (Ill.) Printing Co.

Printers and Publishers of the Tazewell County Reporter, Roanoke Post and East Peoria Post

HAVE FUN, EVEN IF YOU MUST WORK

Illinois Tri-Publisher Tells How He Learned This Rule of the Great Game

By JOHN L. MEYER

PRINTER: publishers usually give you a queer sort of a look when you ask them, "Lem'me ve a good motto or slogan for the aft." But, the question accomishes its purpose, like others of e same kind. Printer: publishers are not easy to get started in an interview, strange as that may seem. I *know.*

Paul R. Goddard, president of the Washington (Ill.) Publishing Co., which gets out the *Tazewell County Reporter,* the Roanoke *Post* and the East Peoria *Post,* for as many communities, is one of the very few who have shot right back with a slogan. Here it is: *"Don't Get Discouraged. Even if You have to Work."* It is as said, intended for printer: publishers. Based on *experience!*

THE fun of the printing and publishing, the liking of it well enough to be in it and stay in it despite obstacles, appears to be the keynote of the success of Paul Goddard.

"I had the pleasure of starting to learn to stick type for nothing, but I got 50 cents a week for rolling the forms on an old Washington hand press at the same time," he said. "I lasted just six weeks. You see, the boys organized a baseball nine. I couldn't do both—print and play ball. So I quit printing and bought cloth for uniforms with the money I had earned, for all the boys. It was *red calico!*

"My first experience was in a little town in southwestern Iowa, called Hastings. Our family moved to South Dakota in a couple of years, and my next experience was at Sioux Falls. Father was in the real estate business and in a land deal he got a printing office, the Sioux Falls *Argus* thrown in 'to boot.' I then started again to learn the art-preservative-of-arts.

"There was a foreman in the office named Hibbard Patterson. We called him 'Pat' for short. The first day I went to work he had me blow out every case in the shop with an old wheezy bellows. That was a good, hot job. The next day Pat pulled out a drawer full of bottles. Every printer knows the kind they used to keep around the office.

" 'Your job,' says Pat, 'is to wrap these bottles up and take them down to the grog shop, by the back alley route, and trade them in, and *bring back a bucket of beer.*' That was cooler work than blowing cases.

"During a state campaign we got the job of rounding off 25,000 four-page campaign papers. We ran them off on a Campbell *via* the hand power route. With running mate, we fed and cranked off that whole edition. We each took 10-minute shifts. Another pleasant diversion was 'pumping' a Gordon. One kid pumped and the other fed, and the way we knocked out work was a caution.

"I learned the trade and next landed as a journeyman, setting type on a morning paper in Sioux Falls. We started throwing type in our cases at 1 o'clock and worked until about 4; then laid off until 7 in the evening, when we started setting type. We closed the forms between 3 and 4, and wended our way home to sleep until 12 the next day.

"REPLYING to YOURS OF the FIRST, INST."

THEY beg to inquire and they beg to state,
They beg to advise and they beg to relate;
They beg to observe and they beg to mention,
They beg to call your kind attention;
They beg to remark and they beg to remind,
They beg to inform and you'll herein find;
They beg to announce and they beg to intrude,
They beg to explain and they beg to include,
They beg to acknowledge and they beg to reply,
They beg, and they beg, and they beg, oh why!
They reluctantly beg for a moment of time,
They beg to submit you an offer sublime;
Till I wish I could put the annoying array
Of beggars on horseback and send 'em away.

—*The Nation's Business.*

We worked six days in the week, and if we made $15 or $20 we were flying pretty high. We had one off night and on that night, as we could not break our sleeping arrangements, some of the boys played 'pennyanty' until regular bed time. Long hours had no terrors for us.

I NEXT branched out as part owner of a daily paper in Sioux Falls, *The Argus*. We later combined another paper and called it *Argus-Leader*. When the big capital fight opened up and South Dakota was admitted as a state in the Union, I took a printing outfit to Pierre and started a daily paper, the *Daily Capital*. They only had weeklies, and they needed a daily.

"I had always worked in the mechanical department as a printer or foreman, but on going to Pierre I added to my vocabulary and took on local and editorial writing and business management. It was *some* job! We ran down locals during the day and evening, and set type and made the paper during the night. We won the capital fight for both the temporary and permanent capital.

"About that time the Sioux Indian reservation opened and we had a real boom. We only had facilities for printing a six-column eight-page paper. We ran all the advertising our conscience would permit and some fellows who could not 'get in' went around and paid a good bonus to a fellow who had an advertising contract. It is not every day advertisers have to pay a bonus. The trouble was, the good work only continued a few months."

WHEN crop failures came along in South Dakota and the country got hard up, Mr. Goddard got out, with a lot of others. He finally landed in Washington, Ill., where he rounded up three weekly papers, which he prints out of one office.

"I still have incidents happen to enliven the monotony," he said, "but with type setting machines, electric motors on every press and eight hours a day, the boys do not have the fun we did in the good old days."

CROSS-SECTION of EVENING DAILIES TO AID EDITORS

New York Executive Gets at Mechanical and News Room Practices Over Continent

By M. V. ATWOOD
Managing Editor, Utica, (N. Y.)
Observer-Dispatch

TO gather information regarding certain newsroom and mechanical practices among evening newspapers published in towns around 100,000 population, a questionnaire was sent to seventy-five managing editors, comprising approximately those of all evening papers published in the United States in cities of from 85,000 to 150,000 population. Approximately forty usable replies were received.

The average number of editorial inside or desk men is 7 plus. The average number of reporters is 9.7 plus.

IN fifteen plants the linotypes begin work at 7:30 a. m. In ten at 7 a. m. In five at 8 a. m. In one at 8:15. In one at 8:30. In one at 6:30. In one at 7:15. In one at 7:40.

The average number of Linotypes is 13. One plant reporting 19 machines said it would increase to 23 soon. One plant reported 8 Linotypes and 4 Monotypes; in the average these were figured as 12 Linotypes. One plant reporting 12 machines said that 2 were usually down; in making the averages, this was figured as 12.

Nine papers reported a night editorial man was employed to get out early copy. Thirty reported that no such man was employed. No tabulation is possible to show to what extent morning papers are used for covering night assignments, as very few replied in percentages. Only eight of the thirty-six replying said that no use was made of the morning papers. Some editors frankly replied that the morning papers were depended upon entirely.

Editorial staffs of fourteen papers go to work at 8 o'clock, eight at 7 o'clock, and ten at 7:30. One replied from 7 to 7:30, one from 7:30 to 8, one from 8 to 8:30, one from 6:30 to 8:30, one replied desk men at 7 and reporters at 7:30, and one replied 7 to 9.

On thirty papers, reporters are expected to do other work after their day's news is written. On six papers their duties are supposed to cease when the daily grist is turned in. On sixteen papers 8 hours is considered a day's work for a reporter, on three papers 8½ hours, on two papers 9 hours and on fourteen papers a reporter has no hours.

Of the eighteen papers having Sunday editions, nine reported that a shift system is employed, six reported that the men worked through without shifts, one reported a special staff, two reported shifts for desk men, and one reported "50-50." Eight papers having Sunday editions employ no Sunday editor as such, ten do have a Sunday editor.

ON eighteen papers certain definite machines are set aside for news and certain others for advertising. On sixteen papers machines are used interchangeably.

In reply to the question as to whether papers had difficulty in getting news composition on days when advertising was heavy, nineteen replied yes, six replied no, four replied some, two replied not often, and one replied one day a week. Of those who replied no difficulty was experienced, two were papers in which news and advertising were handled on separate machines, and one was on a paper where the machines were used interchangeably. The two that reported "not often" were papers having separate machines for news, as is also true of the paper that replied "some difficulty." The paper which replied trouble one day a week had replied to the previous query that it had only one machine for setting news.

On twenty papers no universal copy desk was employed, and on eighteen have a universal copy desk.

MACHINE OPERATOR DREAM COMES TRUE

Supplants Once-a-Week Habits With Daily Service Idea, Oklahoma-way

By G. C. LAWRENCE

WHILE employed as a machine operator in the composing room of the Tulsa (Okla.) *Daily Oklahoman,* I set an article telling of the success of the Vinita (Okla.) *Star,* founded by A. H. Bertram, and now a widely known and prosperous so-called "small-town daily." The story struck me so forcibly that I began planning to enter such a business for myself, and to find a suitable field.

A survey indicated Woodward, the hub and metropolis of northwest Oklahoma.

AS TO the frequency of my publication, the next item, I determined that the public would take to a small daily more readily than to a semi-weekly paper. The town already had two weekly newspapers. I assume that any publication which would carry the notion of a weekly would still be considered in that field. The thing was to get the "weekly" idea out of their minds entirely. This I determined could only be done with a daily.

The matter of equipment was then second in point of consideration. This would determine several things, floor space required, investment, taxes, mechanical help, etc. I determined to put only what was absolutely necessary. Thus I held down investment, rent, taxes, and high priced labor. My theory was briefly, "No idle machinery, no idle workman, no big overhead in rents and taxes." This will remain my policy.

THEN came the matter of the "force." Being an experienced operator and printer, I took the machine myself. I still operate it, except when I need extra help for more than one shift. This gives me time to also direct the general work of the shop and keep my eye on the production end.

Since established I have hired an editor-advertising man and a reporter as permanent help. Now and then I have added a man on the floor as necessity required. My business has grown steadily to the point where I now have a permanent man on the floor and use a boy now and then to assist in the press work. In addition we have our regular city carrier boys.

WE now arrive at a discussion of the daily itself. It is strictly a "local" newspaper. We carry no wire service. The public gets all the national, state and international stuff through the big dailies, and such a condensed wire service that we would be forced to handle, if we entered that field, would be a sort of "an excuse" rather than a service. We prefer to render a local service in *full measure.*

We want to here state one other thing about our news that may be of value to you. We print it without editorializing in the story. We are absolutely fair to all citizens; we carry no grudge to settle or any *sloppy* favors. If a man, an institution, or order does a good thing we tell the folks about it and thus help in keeping up the effort toward community advancement. In the handling of court news we stick strictly to the *records.* Of course we cover the society, lodge, church and clubs news.

NOW to the advertising end. This is the thing that must keep the sheet rolling off the press. We have a minimum of 35 cents per column inch, and on special numbers we get up to 50 cents. This we deem is essential in view of the time required to get the material for special numbers and the care that has to be taken in the preparation of the edition. We use the W. N. U. "Ready to Set Ads and Ready to Use Cuts." This saves in time and equipment and serves the purposes of our community.

To stimulate both our business and the interests of the community we cover every special day and event with a "Special Edition" which not only keeps us in the lead in this line of community help but is a good money maker. All holidays, birthdays of national persons, commencements, athletic events and other special occasion are given special effort.

We make a practice of holding down every issue in point of pages to where the edition shows a profit for the day. One day we may go but two pages, the next four or six or whatever the amount of advertising for the day justifies. We think that this is a good policy for a small town daily. We are scarcely ever forced to break this rule.

G. C. LAWRENCE
Woodward (Okla.) *Daily Press Book and Job Printing*

We make a fair profit on every job we handle and on each issue of the paper, over a week's run. No effort on our part to run a metropolitan paper in a small town!

WE keep constantly hammering on the idea that we offer our people a "daily service." The results indicate that we have jarred a lot of our business men and the public loose from the "once-a-week" advertising and trading idea that is prevalentin most small communities.

Four Rules for Newspaper Men

By DR. GLENN FRANK

Formerly Editor of The Century; President Wisconsin University

DO NOT *underestimate the intelligence of your readers.*

DO NOT *overestimate the information of your readers.*

SPEND as much time thinking about your readers' interests as you do about interesting your readers.

WRITE in the vernacular.

"The editor who is primarily interested in capturing the reader's interest is likely to become a mere merchant of sensations; the other, may become a social statesman."

"Sloppy slang is not vernacular; foggy jargon is not vernacular : : : Popular journalism could, I think, be just as popular if it dispensed with the artificial chumminess that so often characterized it, and certainly high-brow journalism would be more popular if it were translated into English, into the simple and vigorous speech, that the ordinary intelligent reader uses."

IT COSTS A LOT TO SELL, PRINT ADS

Wide Variations Proved Up in Survey Covering Cities, Made by the A. N. A. E.

By EUGENE LEONARD

FEW newspapers, comparatively, know their exact costs to sell and to handle advertising, and fewer know the actual net profits—especially as between local and national advertising—according to the returns of a 1926 survey made by the Association of Newspaper Advertising Executives.

Average percentages of such costs, however, are shown to be higher in smaller cities, than in the large centers. The larger the paper, also, the lower the average percentage cost. But selling costs vary, all along, as between newspapers in individual cities—among competitors.

The percentage of selling cost for local display advertising is lowest in each and every population group. The cost of selling national advertising is highest in the two groups of cities under 200,000 population, while classified advertising cost is higher in cities over 200,000 population.

The average net rate received from national advertising is higher than the average net rate for either local display or classified advertising in the two groups of cities over 50,000 population.

Classified advertising brings the highest average net rate in cities of less than 50,000 population.

Local display advertising nets the lowest rate in the two groups of cities under 200,000 population while classified brings the lowest rate in cities over 200,000 population.

It is particularly noticeable that classified brings the highest average net rate in cities of less than 50,000 population and the lowest average net rate in cities over 200,000 population.

Costs of Handling, After Selling, Show Wide Range

THE cost of handling advertising after it is sold is lowest for national advertising in all three groups of cities. The cost of handling is highest for local display advertising in cities of less than 50,000 population while classified advertising costs the most to handle in the two groups of cities over 50,000 population.

As to classified in cities over 200,000 population, it requires both the highest selling cost and the highest handling cost, and nets the newspaper the lowest average net rate.

Considering on an even basis all three factors (selling cost, handling cost and average net rate received) classified has the most favorable ranking in cities of less than 50,000 population while national ranks highest in each of the two groups over 50,000 population.

The best single showing is for national advertising in cities of over 200,000 population.

Selling Expenses Compared To Revenue of Departments

THE first group of figures summarizes the *average selling costs.* In each case the selling cost is expressed in the percentage of selling expense to revenue:

Cities Under 50,000 *Population*

Local Display	10.76%
Total Advertising	12.73%
Classified	17.18%
National Display	20.42%

Cities 50,000 *to* 200,000 *Population*

Local Display	7.99%
Total Advertising	9.26%
Classified	12.19%
National Display	12.41%

Cities Over 200,000 *Population*

Local Display	6.65%
Total Advertising	8.79%
National Display	10.72%
Classified	21.57%

Probably the average *classified* advertising cost shown in cities of more than 200,000 population, is considerably higher than the true average. Two newspapers reported abnormally high costs and the total number of replies was not sufficient to permit the law of averages to harmonize those two reports properly. If the two abnormally high reports were not considered in the calculation, the average selling cost for the remaining newspapers would be 10.92%.

Efficiency in Management Indicated by Range Data

THE range of selling costs experienced by various newspapers indicates a wide variation due, no doubt, to the differences in the positions of the newspapers in their fields and, possibly, to the degrees of efficiency of the managements. The newspaper with the lowest cost in one division of advertising does not, with one exception, operate upon the lowest cost in each of the other divisions.

SAM S. HAISLET
Field Secretary, Minnesota Editorial Association

MR. HAISLET, widely-known figure in Gopher State Journalism and Printing House circles, and for some years with the Western Newspaper Union at Minneapolis, is filling the newly-created Minnesota office—another addition to the list of associations employing the modern methods involved in a regular, full-time field secretaryship. Sam Haislet was virtually born in a printing office, and served a spell of "tramping it." He is thoroughly acquainted with the problems of community newspaper-printing plants, having owned and worked in a number of them.

Cities Under 50,000 *Population*

Local Display	3.2% to 16%
Total Advertising	6.05% to 18%
Classified	7.29% to 32%
National Display	3.27% to 30%

Cities of 50,000 *to* 200,000 *Population*

Local Display	2.77% to 17.9%
Total Advertising	5.4% to 19.5%
Classified	5 % to 22.9%
National Display	5.95% to 28 %

Cities Over 200,000 *Population*

Local Display	2.7% to 9.6 %
Total Advertising	3.6% to 13.85%
National Display	5.2% to 17.8%
Classified	5.5% to 66.97%

Costs of Handling Ads Show Up Some Opportunities

OBVIOUSLY, the cost of handling advertising after it is sold also has a direct bearing upon net profits. The "cost of handling" refers to composition and other mechanical costs, clerical work, credit losses, etc. An attempt was not made to determine the exact cost of these factors in percentage of revenue but the relative cost of the three divisions of advertising—local, national and classified—was estimated

Cities Under 50,000 *Population*

National Display	2.(
Classified	1.9
Local Display	1.

Cities of 50,000 *to* 200,000 *Population*

National Display	2.8
Local Display	1.7
Classified	1.4

Cities Over 200,000 Population

National Display	2.37
Local Display	2.12
Classified	1.5

Rate Figures Gathered Indicative of Other Facts

THIS survey requested data concerning average net advertising rates but not circulation. The purpose of the rate inquiry was to determine in a general way whether rates for local, national and classified are approximately consistent with the percentage of selling cost for each individual division of advertising. It is realized that average net rates and percentages of selling costs do not permit a strictly absolute comparison but the figures are probably indicative.

The following data show the average net rate per agate line for each form of advertising. The percentage cost of selling is repeated in each case for comparative purposes.

Cities Under 50,000 Population

Classified	4.85c—17.18%
National Display	4.28c—20.42%
Total	3.98c—12.73%
Local Display	3.78c—10.76%

Cities of 50,000 to 200,000 Population

National Display	8.33c—12.41%
Total	7.34c— 9.26%
Classified	7.25c—12.19%
Local Display	6.8c — 7.99%

Cities Over 200,000 Population

National Display	20.54c—10.72%
Total	18.88c— 8.79%
Local Display	17.72c— 6.65%
Classified	14.56c—21.57%

Rankings of Kinds of Advertising, Three Ways

THE next group of tables summarizes the relative ranking of each division of advertising from the standpoint of the three factors considered in the survey: Percentage of selling cost, comparative cost of handling, and average net rate received:

Cities Under 50,000 Population

Division	Sell. Ct.	Hand. Ct.	Av. Rate
Classified	2	2	1
Natl. Display	3	1	2
Local Display	1	3	3

Cities of 50,000 to 200,000 Population

Division	Sell. Ct.	Hand. Ct.	Av. Rate
Natl. Display	3	1	1
Local Display	1	2	3
Classified	2	3	2

Cities Over 200,000 Population

Division	Sell. Ct.	Hand. Ct.	Av. Rate
Natl. Display	2	1	1
Local Display	1	2	2
Classified	3	3	3

Similar Data for Weekly Newspapers Already Published

THESE figures are interesting also in comparison with National Editorial Association and other data for community weeklies, which have been published in *"NPJ,"* these being largely calculated to point out that many community weeklies are not getting adequate rates for their advertising space.

DEAN WALTER WILLIAMS

Portrait of the Head of the School of Journalism, University of Missouri, by Charles F. Galt

THE alumni and class of 1916 of the School of Journalism of the University of Missouri has presented a life-size portrait of Dean Walter Williams to the school. The portrait was painted by Charles F. Galt, St. Louis artist.

Rex B. Magee, president of the Journalism Alumni Association, made the formal presentation. E. Lansing Ray, St. Louis (Mo.) *Globe-Democrat,* chairman of the executive committee of the Board of Curators, and Dr. Stratton D. Brooks, president of the university, made the formal acceptance of the portrait. The unveiling was by Dean Williams' granddaughter, little Hulda Gordon Rhodes, daughter of Mr. and Mrs. John F. Rhodes of Kansas City.

Walter Williams is president of the Press Congress of the World and was president of the recent Pan-American Congress of Journalists at Washington, D. C. He was named dean of the School of Journalism of the University of Missouri in 1908, the first school of its kind in the world. He served as secretary of the World's Press Parliament in St. Louis in 1904 and as president for North America of the International Press Congress of 1902. In 1916 he was named as the first president of the Association of Schools and Departments of Journalism. He is also a past president of the National Editorial Association and the Missouri Press Association.

Dean Williams holds the honorary LL.D. degree from Missouri Valley College, Marshall, Mo., and the Kansas State Agricultural College, Manhattan.

National *Send An Idea*

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

MORE ADVERTISING

PITY THE POOR SPACE BUYER!

George Appel, in an article in *Printer's Ink,* protests against what he calls the *"Me Too"* solicitations by newspapers for advertising. His remarks may be interesting to publishers and printers as "something from the other side of the fence" in the solicitations for space in newspaper colunms:

"In a certain city, for example, there are four daily papers printed in English, about thirty foreign language papers, and numerous weeklies. The minute a piece of copy appears in one of those, it is the signal for avalanche of salesmen whose tactics, generally speaking, are not as ethical as they might be.

"Now nobody objects to seeing salesmen so long as they remain gentlemen. Unfortunately, there are so many of the other kind that the situation, from the buyer's viewpoint, sometimes becomes decidedly uncomfortable.

"They browbeat, blackmail, threaten and bulldoze. So far, I have not heard of any instance of personal violence, but that can be expected soon the way matters are going.

"Some publishers seem to assume that merely because an individual or a company advertises in the *Bleat,* the advertiser is duty bound to do the same in the *Blatt*—whether he wants to or not—whether he ought to or not—and regardless of the size of his appropriation.

"High-pressure salesmanship is going so far it is defeating its own ends. Most agencies have the open-door policy—they try to give a courteous hearing to every salesman. But high pressure is closing that door psychologically.

Publishing is a big job, a necessary job, and certainly an honorable job. Buying space is equally necessary in its way. Likewise, it is no cinch. So why make things harder by being nasty?

"I think the custom which so many publishers follow, of keeping records of the space every advertiser uses in every competing publication, is much to blame. It makes equal or better space a matter of pride with the sales organizations. They move heaven and earth to get what the other fellow has secured. Often, the sales effort and money expended are out of proportion to possible profit."

POSITIONS IN THE NEWSPAPERS

A bulletin of the Association of Newspaper Advertising Managers contains the following on this subject. A newspaper found, by carefully checking its files of daily issues over a long period of time, that Saturday issues offer the best opportunity to advertisers for good position service. Monday is the second most favorable day and Wednesday issues rank third. Tuesday is the fourth most favorable day from the standpoint of position, Thursday fifth and Friday is the least favorable day. Sunday was not included in the investigation.

"The check-up, which covered a period of seventeen weeks, showed that the total advertising volume of the newspaper was divided between the various days of the week as follows:

Monday issues carried 14% of the total.
Tuesday issues carried 16% of the total.
Wednesday issues carried 16% of the total.
Thursday issues carried 19% of the total.
Friday issues carried 26% of the total.
Saturday issues carried 8% of the total.

"It was found that editorial content and total advertising content were divided, during the seventeen weeks covered by the investigation, as noted below:

Average for Individual Days	Editorial	Advertising
Mondays	40%	60%
Tuesdays	34%	66%
Wednesdays	37%	63%
Thursdays	32%	68%
Fridays	24%	76%
Saturdays	65%	35%

"The advertiser who is particularly interested in position service has, in the newspaper investigated, two and one-half times as good a chance for position on Saturday as he has on Friday and twice as good a chance on Saturday as on Thursday. This statement is based, of course, on the percentage of editorial content to advertising content."

DO YOU STAND UP FOR YOUR RATE CARD?

The aversion of some advertising agencies to payment of short rate charges and the laxity of some newspapers in their enforcement is being given attention by the Advertising Committee of the C. D. N. A. The following statement has been sent out:

"Under the Standard of Practice in Matters Relating to Advertising the reasons for exemption from short rates are set down as follows: (1) The death of the advertised; (2) the insolvency of the advertiser; (3) the financial irresponsibility of the advertiser and a resultant inability of the advertising agent to collect for the space used up to that time under the agreement between the advertising agent and the publisher.

"Publishers who desire to gain and retain the respect of advertising agencies for their rate cards should rigidly insist upon payment of short rates when such are applicable. Failure to enforce short rates is equivalent to cutting of rates and is unfair to advertisers paying a higher rate for a like amount of space.

"The Advertising Committee of the Canadian Daily Newspaper Association recommends that publishers pay close attention to this matter and that bills for short rates be presented promptly when due, to the end that it will be easier for all in their collection. Indifference to or waiving of short rates by some publishes undoubtedly makes it more difficult for others to collect them."

MIDSUMMER BOOM for RETAIL STORES & ADVERTISING

WOMAN'S WEAR a Fairchild daily for retailers, New York is promoting a "Summer Season Movement" intended to correct the proverbial dull selling period in July and August. Interviews have been secured with retailers, who are in every case newspaper advertisers in their communities and cities, all over the Country. This alone has stirred up an interest which will be felt later. It is reported that the dress industry is getting behind the plan. Cloak and suit makers and sellers are not so keen about it naturally. Newspaper advertising men will be interested in watching this proposal, and look ahead effectively.

THE 2% DISCOUNT FOR CASH

The Selma (Ala.) *Times-Journal* does not allow a 2% discount for the payment of advertising bills by the 10th or 15th of the month following. They write that they have not allowed the cash discount for several years, saying: "We dropped it because it was so badly abused that it was meaningless, merely a graft. Agencies, the best of them, would wait six months some times to complete payment, if they thought they had a cause and deduct a cash discount. It mattered not how late the check came in, the cash discount was deducted. And none of them observed the ten-day rule. So, we decided that we might as well have that cash discount and discontinued it.

We send all contracts back and make the agency, or advertiser, eliminate the clause. Only occasionally do we have any trouble. We state it in our rate card—no cash discount offered. Sometimes the cash discount is deducted regardless of contract, deliberately, and then we have to write several letters. At other times it may be deducted accidentally, then we merely render the amount deducted as a balance and it is paid promptly. The agencies, as a rule, observe the rule and now send in their orders and contracts with the clause eliminated originally. We hope everybody will adopt it. It is a meaningless graft."—S. N. P. A. Bulletin.

GOSS

STRAIGHT LINE

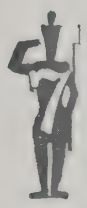
Combination Wet and Dry MATRIX ROLLER

No. 45 C

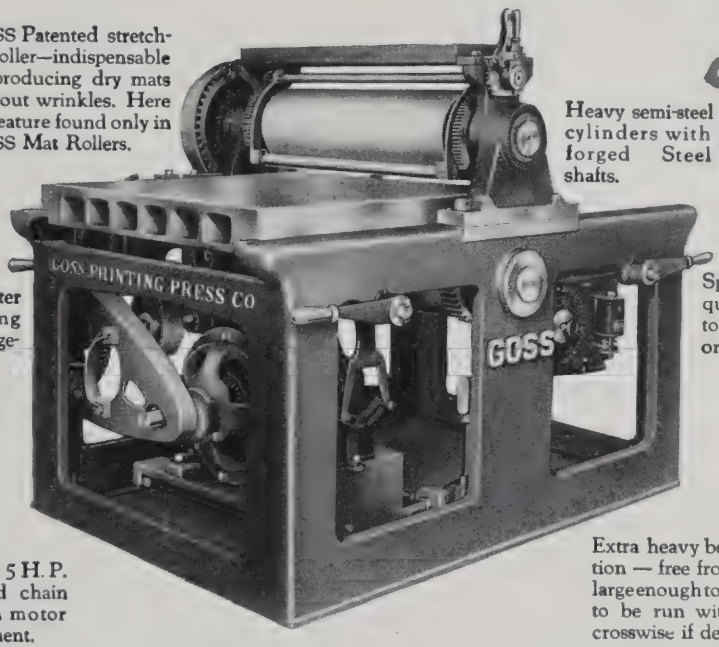
$1575

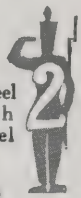
Complete with 5 H.P. Two Speed Motor. F.O.B. Chicago

Impression set and adjusted through eccentric bushings which adjust both ends of cylinder at same time.



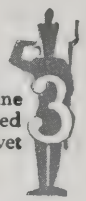
GOSS Patented stretching roller—indispensable for producing dry mats without wrinkles. Here is a feature found only in GOSS Mat Rollers.



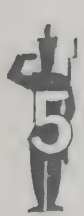


Heavy semi-steel cylinders with forged Steel shafts.

Large Diameter double acting brake arrangement.



Speed of machine quickly changed to roll either wet or dry mats.



Special 5 H. P. 2 speed chain driven motor equipment.

Extra heavy bed construction — free from racks — large enough to allow chase to be run with columns crosswise if desired.

Seven Outstanding Features!

BELOW them all in price, above them all in quality, it is not surprising that there are more Goss Combination Wet and Dry Matrix Rolling Machines in use than all the other makes combined. It will pay you to investigate why Goss Machinery is preferred by leading stereotypers everywhere. Catalog on request.

Goss Stereotyping Machinery Carried in Stock: Flat Casting Boxes, Friction-Driven Curved Routers, Automatic Gas Fired Steam Generators, Combination Jig Saws and Drills, Radial Arm Flat Routers, Ball Bearing Form Tables, Combination Wet and Dry Mat Rollers, Motor-Driven Steam Tables.

Fully descriptive literature, prices and terms on request.

THE GOSS PRINTING PRESS COMPANY · CHICAGO

The Goss Printing Press Company of England, Ltd., London

Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

Johnsonized

We offer a special bargain in a No. 1 Miehle Two-revolution Printing Press, bed 39 x 53, printing four pages seven column. This press has four form rollers, table distribution, air springs, impression trip or throw-off. It has the convertible style of delivery so that the printed job is delivered on the table either printed side up or down as desired. This press is built for and guaranteed to do the finest class of printing, and as rebuilt by us it is guaranteed to be as good as new for all practical purposes, to give accurate register, rigid impression, and to have sufficient inking distribution for solids, half tones, or better press work.

We furnish with it all of the regular equipment that goes with a similar machine when new, and furnish a competent machinist without charge for his time to superintend the erecting in your office.

* * *

The following is a letter from one of the largest Saint Paul package and advertising printers:

CHAS. WEINHAGEN & CO., INC.
Distinctive Packages and Advertising Printing
SAINT PAUL, MINN.

May 20th, 1926.

C. I. Johnson Mfg. Co.,
Saint Paul, Minn.

Gentlemen:

In regard to the No. 1 Miehle Press we bought from you April 20th, 1918, will say that this has been running practically sixteen hours a day and at no time has caused us any trouble. We have put on as high as six colors and the register has been perfect.

We were so well pleased with the purchase of this Miehle that we bought another, size 43 x 60, in 1925 and that too has given us the same service.

We believe that these two presses have given us as good service as if we had bought new ones, and would not hesitate to purchase another if the need should arise.

Very truly yours,

Chas. Weinhagen & Co.

* * *

C. I. Johnson Mfg. Co.
Independent Printers' Supply House
Saint Paul, Minnesota

"*NPJ*" ROUND TABLE
(CONTINUED)

ADVERTISERS SHOULD PROTECT MATS

Gardner E. Campbell, Wakefield (Mass.) *Item,* sends the following *"Dear Mr. Meyer:* I believe it will be grea to the interest of national advertisers, advertising agencies, a the publishing fraternity in general, if I offer the suggestion th mats be mailed properly protected with cardboard, etc. Sin the first of the year, we have received only one mat from advertising agency that has not been at least cracked and, as rule, they are generally so badly damaged in the mails that it impossible to make good casts from them.

"This is particularly true in the cases of the large mats ru ning to five-column size, but even the small ones do not seem be immune from rough handling. As this letter is being writte I have before me a five-column mat whose protecting cardboa was not nearly as of heavy weight as the mat itself. The r sult is several cracks are across the face of the mat, a corner missing, and an important price figure is obliterated.

"Until such time as the mailers of these mats properly pr tect them with heavy cardboard on both sides, they must expe poor results. This experience is not confined to this paper publishers elsewhere tell the same story, and I am writing th for mutual benefit."

ABUSE CLASSIFIED DEPARTMENTS

A reader mails in the following which he reports was tak from one of the press association bulletins which he receiv as an item of timely interest to publishers, city and country:

"There is a growing abuse in the classified department newspapers, that I am convinced is widespread. It is the pra tice of some in HABITUALLY, and I am convinced PU POSELY, sending with a copy a shortage in cash or coupo It has developed into a system of graft. They send an marked five lines on a typewriter and send pay for five lir when as a matter of fact it is morely likely to be eight or t lines. I have found that they charge their clients for the f number of lines."

"We have adopted the plan of first warning agencies a then returning their copy together with the cash or coupo sent. They come right back and do it again in almost eve case, which convinces me that it is a SYSTEM. I am also co vinced that most newspapers let them get by with it. In t course of a year it is a big item to them. Probably the assoc tion can do some thing to check this growing 'Petty Graft'."

EDUCATIONAL NOTES

HOW'D YA' LIKE TO BE AN AUTHOR?

From a Book Company's press agent: "Booth Tarkingt is by no means a temperamental writer, but he has certa preferences in the materials of his trade that give his wo shop a picturesque air. First of all, he uses a drawing-boa for a desk, a habit reminiscent of the early days when he w determined to be an artist. He writes with pencils, dozens f them freshly sharpened every morning, and his manuscr paper is a vivid golden orange. And his working costume i bathrobe, the oldest and most disreputable looking one his w will permit. In the summer at his home in Kennebunkpo Me., Tarkington works on the balcony at the end of the h living-room, but in the winter he has a workshop of his o at the top of his new home in Indianapolis, Ind."

JOURNALISM SCHOOLS GETTING "WARMER"

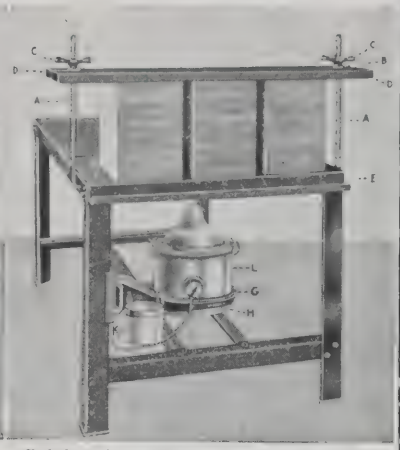
The School of Journalism, Columbia University, N York, is extending its scope. Among the elective gradu courses offered will be a new course in department editi which will deal with problems or organizing and manag departments in newspapers and magazines, with special att tion to a few of the more important specialties, including spo fashions, the arts, society, domestic science. Studies of c rent departments will be made, and considerable practice wi assigned in the planning and writing of typical papers and s tions.

Another new elective course will be one in industrial a trade journalism, dealing with the relation of a business pa to the trade or industry it serves, and giving practice in gath ing news, interviewing, writing and editing articles.

HAMILTON

Bindery Tables

Styles Nos. 15038, 15040 and 15042 (see descriptive table below).



End view, showing Padding Attachment No. 15050 and Gluing-On Attachment No. 15052.

HAMILTON Steel Tables are rapidly displacing the old-style wood tables in the Bindery, Pressroom and Mailing Room of modern printing plants. A design developed with the one idea of serviceability — legs and frame are heavy angles, with tops of heavy-gauge steel with channel reinforcements, to insure rigidity and avoid vibration.

Contrasted with old-style wood tables which were easily splintered, rough surfaced, always of questionable strength and stability, and almost impossible to keep clean, these table tops are always smooth and easily cleaned, and tables practically indestructible.

All corners are carefully rounded, smooth, and acetylene welded to insure maximum strength, and with ordinary usage should outlast any number of wood tables — and be right at all times.

Styles Nos. 15020 to 15030-A.

Styles Nos. 15035, 15035-A, 15045 and 15045-A.

No.	Size Inches	Style of Casters
15020	24 x 24	(none)
15022	24 x 24	Iron
15028	30 x 30	(none)
15030	30 x 30	Iron
15030-A	30 x 30	Fibre
15035	30 x 30	Iron
15035-A	30 x 30	Fibre
15038	36 x 72	Casters supplied on special order only.
15040	36 x 96	
*15042	36 x 114	
15045	36 x 54	Iron
15045-A	36 x 54	Fibre

Standard height is 32 inches, either with or without casters.

Casters supplied with No. 15022 are 3-inch diam.; all other casters are 4-inch diam.

Tables Nos. 15038, 15040 and 15042 are regularly supplied with holes drilled in flanges, 5 inches from each end, to accommodate Padding Attachment. Gluing-On Attachment may be easily and quickly secured to the angle legs of our tables.

*Made with six legs.

HAMILTON MANUFACTURING COMPANY

TWO RIVERS, WISCONSIN.
RAHWAY, NEW JERSEY.

For Sale by Prominent Typefounders and Dealers Everywhere.

STEEL GOODS — HAMILTON — WOOD GOODS

Hamilton Printing Plant Equipment

Standard of the World.

Don't "Try" Another Feeder When You Know

The Margach

Will Make Good

MARGACH METAL FEEDER

For the Linotype, Intertype, Linograph, Monotype, Ludlow and Elrod.

Price $75.00 Each

Additional molds $2.00 each
Watercooled Molds: set of 4, $100.00; set of 6, $150.00.

Advantages

Low priced as compared to value; greater production; perfect slugs; economy in consumption of gas; uniform temperature of metal; great saving of time in repigging and feeding, 10-year guarantee; never out of order; no overheating or leaking; simply constructed; no trouble to operate.

A Trial Will Convince You

MARGACH MANUFACTURING COMPANY
213 Centre St., New York City

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1925.

AMERICAN EMBOSSING CO.
192-96 Seneca Street **BUFFALO, N. Y.**

"NPJ" ROUND TABLE
(CONTINUED)

ASSOCIATION PROGRESS

ILLUSTRATIVE of the "new competition" in the field of community or "country" journalism, was a recent issue of the *Pierce County Herald,* published at Ellsworth, Wis. Report reached the office of the rival paper, the Ellsworth *Record,* that H. F. Doolittle, publisher of the *Herald,* had been temporarily incapacitated, and that it looked as if it would be impossible to get out the regular weekly issue of the *Herald* and attend to the other work which goes with the usual country newspaper and printing plant.

Oscar A. Halls, publisher of the *Record,* immediately made an extra effort to finish the work on hand in his plant, and then summoned his staff to go to the office of Mr. Doolittle, and the *Herald* was printed by the *Record* staff, and with no noticeable delay.

Few, if any, of the subscribers of either paper knew of this extraordinary courtesy until, a week later. Mr. Doolittle made grateful acknowledgment in his columns.

Mr. Doolittle pointed out that but a few short years ago such co-operation as he had received would hardly have been thought of as possible, much less as probable; and he saw in it a valuable lesson as well as an indication of the "new competition"—the "competition of co-operation."—Boston (Mass.) *C. S. Monitor.*

KENTUCKY PUTS ON THOROUGH EXHIBIT

PREPARATORY TO ITS 1926 Newspaper Exhibit, the *Kentucky Press Association* issued the following complete program and conditions, which will be of interest to all newspapermen especially those interested in keeping the contest idea up to the times:

FOR the guidance of the competitors the following will constitute the table of percentages by which the newspapers will be scored:

General appearance	30%
Featured local news	15%
Short local news	5%
Country correspondence	10%
Personal items	5%
Farmers news	10%
General news	5%
Editorial	20%

GENERAL APPEARANCE

This is the first requisite of a paper and is therefore given the largest percentage. Items contributing to the best general appearance will be Correct Advertising and Text Composition, Make-up and Press Work, uniform system of headlines. While cartoons and illustrations contribute to the attractiveness and good general appearance of a paper, the omission of either or both, will not count against an entry. Black type paid locals will not be considered a mar when sandwiched between live news. It will be considered detrimental to the general appearance to have advertisements on the first page of the first section, but not on the first pages of the following sections.

FEATURED LOCAL NEWS

This means local items of two sticks or more emphasized with deck heads, or under line heads arranged in multiple columns. Also include church news, lodge news, hospital notes, deaths, births, school notes, Women's Club items, social, etc., which may be collected under similar headings as outlined and be considered under this division. The word local is to be construed in this instance to mean news from any part of the county or territory tributary to the place of publication.

SHORT LOCAL ITEMS

News items of local interest not justifying a deck head, usually collected under a general head denoting their character.

COUNTRY CORRESPONDENCE

This will be judged and scored in favor of the merit of the items rather than the number and the length of contributions.

FARMERS' NEWS

This is news devoted to the interest of the farmer and it cannot be neglected. To meet the requirements of this department it is not necessary to have items collected under one head, as often there are items that warrant special headings.

PERSONAL ITEMS

This means news relative to the movement of the people, such as visiting, health mention, write-ups of individuals, etc.

GENERAL NEWS

This is understood to be that news of State or National character which a country paper is called on to recognize.

EDITORIAL

This department will be subjected to the closet inspection as it will be considered necessary for the editor to show in this department of his paper, individuality, initiative and leadership.

SELECTING THE ISSUE TO BE ENTERED

The method of selecting the paper to be entered in the contest shall be as follows: Four issues between Jan. 1 and May 1, 1926, shall be

A Good Book-News Black

Intensely Black
Free From Grit
Quick Setting

Will Not Fill Up Type or Cuts

28-lb. (Steel Bucket) 17c the pound
56-lb. (Steel Bucket) 16c the pound
F. O. B. Chicago

Packed in Steel Buckets Eliminating Leaky Packages and Waste.

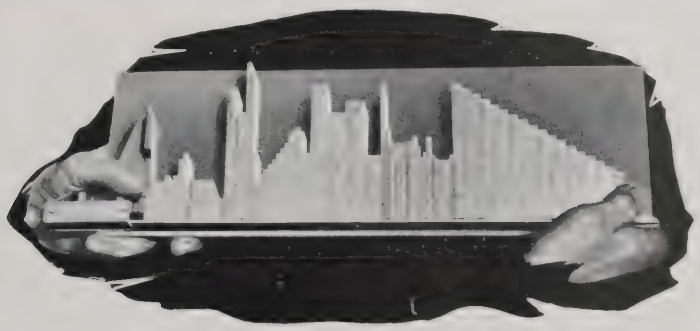
"Give Your Publication A Chance"

DUNHAM-WATSON CO.

644 S. Clark Street Chicago, Illinois

Manufacturers of Printing and Offset Inks

Make Your Ad Machines Floor Saws, Too



Cast *and Sawed* at the Ad Machine!

Mohr Lino-Saws on your ad machines "kill two birds with one stone". By sawing slugs as they are cast, your ad machines do the work of floor saws, too. This does away with the congestion at your floor saws—saves an operation.

And, at the same time, the work of the ad machine operator is simplified, because of our exclusive combination of adjustments. You want to use this modern system as soon as possible. Write for the facts now.

Mohr Lino-Saw Company

564-570 W. Monroe Street, Chicago, Illinois

A turn of the Dial Mohr Lino-Saw Does it

TRADE MARK

Cleans Space Bands the Modern Way

The old way of cleaning space bands by hand is now obsolete. The Rockaway does it in less than one-fourth the time, and does it with uniform thoroughness, applying graphite in just the right quantity. No guess work about it. Capacity, 30 bands per minute.

Machine Sent on 10 DAYS TRIAL.
Write for One Today.

The Rockaway Co.

3508 Grand Avenue **Milwaukee, Wisconsin**

Pssst! And there are the goods—as easy as turning on an exhaustless tap!

Picture, if you please, a factory *regularly making* not only every standard specification envelope but practically every unusual style, size, weight, color or novelty effect that is ordinarily termed as "Special" in most factories—then having these ready for shipment inside of 24 hours! Picture it.

Twenty millions—over 600 kinds—actually in stock. On tap at your elbow, if you only get Price List No. 28. Free!

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

"NPJ" ROUND TABLE
(CONTINUED)

called for by Prof. Enoch Grehan, chairman of the committee on awards. It shall be specified in the call that the issue of the specified week shall be submitted for the consideration of the judges, and the notice of what paper to be entered shall be issued at least twenty days before the mid-summer meeting of the Kentucky Press Association. This plan is designed to prevent a concentration of effort on a single issue to be entered.

The weekly and semi-weekly newspapers eligible to enter will include any publication published by a member of the Kentucky Press Association. Newspapers having won first prize in previous contests are not eligible to enter this contest.

NEWSPAPER PRIZES

A handsome Loving Cup will be awarded to the best weekly or semi-weekly newspaper as the first prize, and $25 in cash will be awarded to the second best weekly or semi-weekly newspaper.

SINGLE EDITION PRIZE

A special prize will be awarded for the best single edition of a weekly or semi-weekly newspaper published between January 1 and May 1, 1926, the paper submitted to be chosen by the publisher and forwarded to Prof. Enoch Grehan at the time the other papers are sent to him. First prize, handsome Loving Cup; second prize, $15.00 in cash.

SPECIAL PRIZE

Editor Cecil Williams of the Journal, Somerset, Ky., as president of the Press Association, offers a prize of $10.00 in cash for the best editorial appearing in any country newspaper within a year previous to the meeting at Pineville on June 24-26, 1926.

ADVERTISING PRIZES

A prize of $5 shall be awarded the publisher submitting the best set full page display advertisement.

A prize of $3 shall be awarded for the best set half page display advertisement.

A prize of $2 shall be awarded the best quarter of page display advertisement.

Note—It is suggested that competitors mount entries on cardboard by attaching with a tack or paste at upper corners.

ENOCH GREHAN,
D. M. HUTTON,
R. L. ELKIN,
KEEN JOHNSON.

Dates for Printer:Publishers

June

NATIONAL EDITORIAL ASSOCIATION, June 30, July 1-2, Los Angeles, Calif.
TEXAS PRESS ASSOCIATION, 10-12, San Antonio.
MASSACHUSETTS PRESS ASSOCIATION, 12-14, Falmouth, Cape Cod.
UTAH PRESS ASSOCIATION, 18-20, Tooele.
KENTUCKY PRESS ASSOCIATION, 24-26, Pineville.
ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES, 20-24, Philadelphia.
ALABAMA PRESS ASSOCIATION, 2-4, Auburn.
NEW YORK EMPLOYING PRINTERS' ASSOCIATION, 7, Hartsdale, N. Y.
INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 11-12, Swampscott, Mass.
ASSOCIATED ADVERTISING CLUBS OF THE WORLD, 19-24, Philadelphia, Pa.
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, 8-10, Philadelphia, Pa.
SOUTHWEST KANSAS REPUBLICAN EDITORIAL ASSOCIATION, 5, St. John, Kan.
MICHIGAN PRESS ASSOCIATION, 10-12, Harbor Springs, Mich.
MISSISSIPPI PRESS ASSOCIATION, 16-19, Jackson, Miss.
OREGON STATE EDITORIAL ASSOCIATION, 16-19, Prineville, Ore.
NEW YORK PRESS ASSOCIATION, 17-19, Ithaca.

July

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 26-31, Philadelphia, Pa.
NORTH CAROLINA PRESS ASSOCIATION, 21-23, Hotel Hickory, Hickory, N. C.
AMERICAN PHOTO ENGRAVERS' ASSOCIATION, 22-24, Detroit, Mich.
COLORADO EDITORIAL ASSOCIATION, 23-25, San Luis Valley.
SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 6-8, Asheville, N. C.

August

NATIONAL ORGANIZATION OF NEWSPAPER FIELD MANAGERS, 25-30, St. Paul Minn.
NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 25-30, St. Paul, Minn.

September

GRAPHIC ARTS EXPOSITION, Sept. 19-Oct.1, 1927, New York City.

October

INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION, 22-23, Detroit.
UNITED TYPOTHETAE OF AMERICA, Book Cadillac Hotel, 16-20, Detroit.
PACIFIC COAST ASSOCIATION OF DISPLAY MEN, 20-22, Seattle.

November

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, 8-10, French Lick Springs.

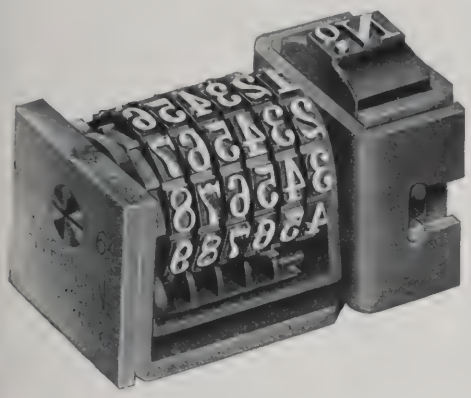
ANNOUNCING *NEW* AMERICAN MODEL 64

PRICE

$10.00

6 WHEELS

THE ALL STEEL TYPE HIGH NUMBERING MACHINE



6 STEEL WHEELS NUMBERING UP TO ONE MILLION
COLD ROLLED STEEL CASE
TOOL STEEL DROP CIPHERS
SOLID ONE-PIECE STEEL PLUNGER

GUARANTEED

REPRESENTING THE

UTMOST IN VALUE

CARRIED IN STOCK BY ALL BRANCHES OF THE AMERICAN TYPE FOUNDERS COMPANY AND ALL PRINTERS SUPPLY HOUSES

American Numbering Machine Co.

Shepherd and Atlantic Aves., Brooklyn, N. Y.
Branch: 123 W. Madison St., Chicago, Ill.

№ 123456
Fac-Simile Impression

"We Find It a Wonderful Mat for Job Work"

It's so easy to make your own Certified stereotypes.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can prove the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon below, and we will send you sample and full particulars without delay.

Certified Dry Mat Corporation
338 Madison Ave. New York, N. Y.

For wet mat printing with DRY MAT facility — use Certifieds.

Made in U. S. A.

Mineral Daily News, W. H. Barger, Editor and Owner, of Keyser, West Virginia writes:

"We are enclosing our check for which please send us your special carton of dry mats as per your quotation of May 7th.

The sample mat is the best we have ever used, bringing out a clear cut.

We find it a wonderful mat for job work that is made up of rule."

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Gentlemen:
You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

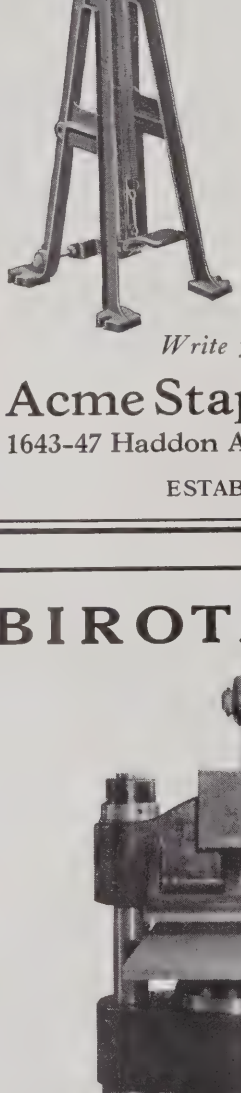
Name .....

Address .....

By ..... Title .....

THE ACME

No. 6½ Staple Binder



A Most Efficient Binder for Printers. It Is Compact, Reliable and Rigid.

This machine binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire. It has a straight downward pedal stroke, and the only adjustment necessary is for different degrees of work. It also has a ten inch reach for the insertion of work. Staples are packed 5,000 to the box.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894

BIROTADRUCK

HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.

120 West 42nd St. New York

"NPJ" ROUND TABLE

(CONTINUED)

New Newspapers, Offices, Plants

Wedokee (Ala.) Randolph Press.
Leadfield (Calif.) Chronicle—Bernard M. Stone.
San Diego (Calif.) Southern California Homeseeker—W. A. Maxwell.
Kathleen (Fla.) Journal—Weekly.
Lakeland (Fla.) Window—Weekly.
South Miami (Fla.) Post—Weekly.
Des Moines (Ia.) Beaverdale News—Keith Neal.
Hazel Park (Mich.) Parker.
Browns Valley (Minn.) News—Philo F. Phelon.
Mankato (Minn.) Evening Herald—Daily.
Danbury (Minn.) Record—C. A. Babcock.
New York (N. Y.) Evening Inquirer.
Sanford (N. C.) Journal—Todd Caldwell, manager.
Valley City (N. D.) Bumble Bee.

Rebuildings, New Homes; Additions

Athens (Ala.) Limestone Democrat—In new building.
Solvang (Calif.) Santa Ynez Valley News—In new building.
Greeley (Colo.) Daily Tribune-Republican—To build.
Fort Myers (Fla.) Tropical News—In new home.
Panama City (Fla.) Beacon-Tribune—To build.
Pomona (Fla.) Progress—In new home.
Winter Park (Fla.) Herald—In new home.
La Salle (Ill.) Post—In new home.
Clinton (Ia.) Herald—In new home.
Cook (Minn.) Newsboy—Building home.
Salamanca (N. Y.) Republican-Press—Building home.
Charlotte (N. C.) Observer—To build.
Durham (N. C.) Sun—In new home.
Leipsic (O.) Free Press—In new home.
Meeker (Okla.) Herald—Building home.
Bellingham (Wash.) Herald & Reveille—In new building.
Madison (Wis.) State Journal—In new home.

BETTER CIRCULATION

A LETTER FROM PUBLISHER TO "STOPS"

HERE IS A LETTER USED by a Syracuse, N. Y., daily newspaper, mailed as "personal" by the publisher himself:

MAY I ask you a very frank question?

Mr. Wier has just come upstairs with a little typewritten blan which says that you have stopped your subscription to The Syracu Journal.

Are you saying "good-bye" to Syracuse—are you removing to anoth city? If you are, I want to be permitted to offer a hand-shake and wish you success and happiness in your new home. Your friends an neighbors in Syracuse are sure to miss you.

But perhaps you are not going away—perhaps something in the pap has displeased you and you are leaving The Journal "family" for th reason.

That is what I wanted to ask you about. Has the carrier boy giv you good service? In what way has this paper failed to satisfy please you?

It is very important to me—as you can understand—to have a fran answer to these friendly questions.

Even if you feel angry and want to write a real "mad" letter—I sh not mind a bit.

But if the trouble is one which I can remedy, you may be sure th WE ARE GOING TO REMEDY IT.

If the complaint is a just one, the department manager responsit will send you a written apology.

The editor of a newspaper cannot guarantee to express views on t editorial page which will please everyone. The editor of The Journ sincerely tries to be fair, accurate and of real service to the communit Adverse opinions are freely given space in the "letters to the edito column on the editorial page.

Now then; will you be kind enough to tell me just what is on y mind? If you wish, you may write on the other side of this page a send this back to me.

If you use the stamped, addressed envelope inclosed, your letter w be brought to my desk unopened. I shall GREATLY appreciate prompt reply.

SHALL THE POLICE REGISTER THE MOVERS?

OF INTEREST TO CIRCULATORS is a movement started in M waukee, Wis., by local merchants handling furniture and hous hold equipment. They seek the adoption of an ordinan which would require that every Milwaukee householder w moved his place of residence be reported to the police depa ment, and both his old and his new address be filed and ke open for public inspection. Under the terms of the ordinan drafted by the retailers, it would be obligatory for moving m and owners of trucks or cars which are used for mo ing household effects to report each removal to the pol whether it be to another house in Milwaukee or to some po outside of the city.

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

C. & G. Trimmiter

[Composing Room Saw and Mitering Machine]

Has proved itself the best. Repeat orders from early users is the highest endorsement.

Time-saving attachments can be furnished.

Model No. 2

Patented

After all has been said about Composing Room Saws---*this fact remains*---the

C&G TRIMMITER

is the best, safest, simplest —and *the lowest priced!*

Anyone can be eloquent about his handiwork —we have a lot to say about the C. & G. Trimmiter.

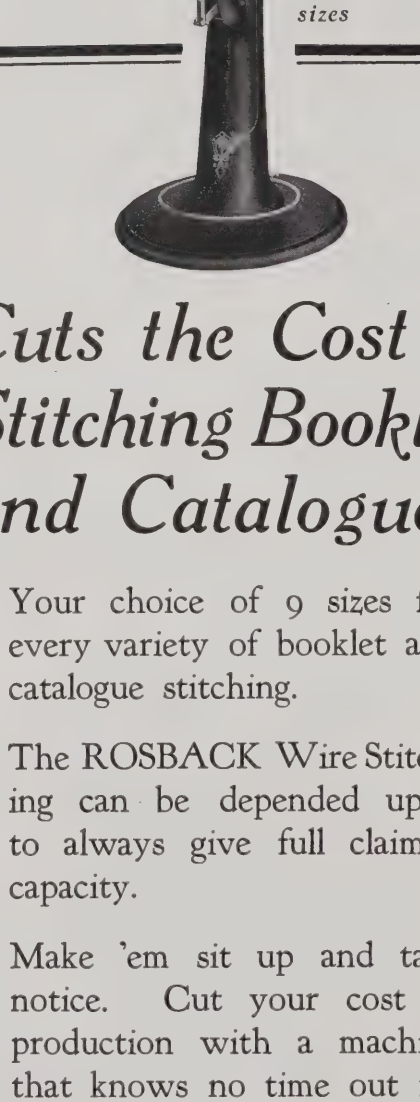
Frankly, we have arrived at a point where our users do all the talking for us. Just ask any of them to tell you of the *many different things* this saw will do better than others will do one thing—

—and then ask us for a demonstration in your own plant. *Today is a good day.*

Cheshire & Greenfield Mfg. Co.

(New address) 182 Huron St., Milwaukee, Wis.

ROSBACK
WIRE STITCHERS



Built in 9 sizes

Cuts the Cost of Stitching Booklets and Catalogues!

Your choice of 9 sizes for every variety of booklet and catalogue stitching.

The ROSBACK Wire Stitching can be depended upon to always give full claimed capacity.

Make 'em sit up and take notice. Cut your cost of production with a machine that knows no time out for repairs.

For sale by

F. P. ROSBACK CO.
BENTON HARBOR MICHIGAN

"NPJ" ROUND TABLE
(CONTINUED)

PRODUCTION ANGLES

A SHORT-CUT THROUGH COMMON SENSE

WILLIAM A. DUBOC, Engineering Dept., American Type Founders Co., addressing the Ohio Associated Dailies: "The United Typothetae of America recently conducted an interesting experiment through the co-operation of 20 job plants. An identical piece of copy was put through each composing room without anything to indicate it was a test job. One plant set it in 36 minutes, and the others varied all the way up to 2 hours and 36 minutes!

"Newspapers would probably show as widely varying results. The trouble is not all with the men. Some of it must be in the equipment. Confidence in this view is gained from the statements of many newspapers that have discarded old style equipment and put in a properly planned outfit. The superintendent of one large eastern publication made the statement recently in the presence of a dozen men that since putting in their new equipment they were saving $1,000 a week in spite of increased business.

"You do not sell the product of your composing room directly to your customers, but there is a vein of untouched savings in many plants that can be uncovered by an intensive study of the conditions surrounding the work in the composing rooms.

NEWSPAPERS PRINTED IN COLORS

"WHY SHOULD NOT a newspaper be printed in blue, brown, green, or any other color," asks Canadaink, house organ of an ink factory, "if the printing is done well so the reading is clear and easy." The question is answered as follows: "For years black ink on white paper has been the orthodox way of printing a newspaper. Very few publishers realized their opportunity in departing occasionally from this standard. Suitable colors can also be made to express the spirit of almost any anniversary.

"Brown is a color that can be used to advantage. It is a color that is in vogue at present for printing the gravure sections of the Sunday papers. Is there any reason why a country newspaper should not be able to print a special edition in this color once in a while?

"We believe that an erroneous impression as to the cost of doing so has been the chief reason that color has not been in more general use. The extra cost is very slight. A four page country newspaper, with a circulation of 2,000 copies averages about five pounds of black per issue. Using a colored news ink at fifty cents per pound means only two dollars and a half for ink. Add to this a dollar for washing up the press and you have a total expense of only $3.50 against about a dollar when printed with ordinary news ink, a difference that will be more than balanced by its additional attention value. We are making colored news ink in a variety of shades."

INLAND COST FINDING REPORT ISSUED

THE COST FINDING COMMITTEE of the Inland Daily Press Association, through Clifford Yewdall, accountant, has presented a report covering (in percentages) fifty-three of the member dailies, classified according to circulations, and the average, showing revenues and expenses over a year's period as follows:

	AVERAGE
REVENUE—	
Advertising	71.96
Circulation	26.32
Miscellaneous	1.72
EXPENSE—	
Editorial	13.85
Advertising	7.70
Circulation	10.55
Mechanical	36.35
Administrative	19.12
TOTAL	87.60
Profit	12.40
NET COST ADV. INCH	.339
COMPOSING ROOM COST PER PAGE	6.96

"NPJ" ROUND TABLE
(CONTINUED)

MANUFACTURERS : SERVICES

IG NEWSPPRINT CONCERN FORMED

TORONTO ADVICES are that a charter has been granted to ie Spruce Falls Power and Paper Company for operations in- olving the investment of $25,000,000 at Kapuskasing on the ater course of Hudson Bay. The company will produce daily)0 tons of news print and upward of 132 tons of sulphite, and ill proceed with the development of hydroelectric energy for her purposes in connection with the industry. It is expected at the company will be producing paper during the summer f 1928. Young college men will be trained by the company or special positions at the plant. The concern will have cut- ng rights over an area of 4,500 square miles and leases to de- elop water power at Smoky Falls and Devil Rapids on the Mattagami River.

J. P. Black, general manager of the Spruce Falls Company, ccording to the Associated Press, authorized the statement that ie Kimberley-Clark Company of Neenah, Wisconsin, owner of ll the capital stock of the Spruce Falls Company, has entered nto an agreement to transfer all the assets of that company to ie Spruce Falls Power & Paper Company, Ltd., and also has ntered into an agreement with the New York *Times* Com- any, whereby it becomes jointly interested in the independent ompany. The majority and controlling shares of the Spruce alls Power & Paper Company, Ltd., will be held by the Kim- erley-Clark Company, which will operate the mill, it was ated.

NNUAL OF LANSTON MONOTYPE

HARVEY D. BEST has been re-elected president of the Lans- n Monotype Machine Co., Philadelphia; J. Thilman Hen- rick, re-elected chairman of the Board of Directors, and W. sher Parsons elected as vice-president to succeed Charles I. orby, who died last February. There were also a few changes ade in the personnel of the Board of Directors. A compari- on of the annual report with last year's shows a marked im- rovement in the financial condition of the company, and the debtedness of the company to banks and bankers which stood $747,500 in the report for 1925 has been entirely wiped out, nd the current liabilities of the company are now confined en- rely to the "Thrift" notes which constitute the Monotype Em- loyees' Savings Fund.

FFERS NEW ENVELOPE IDEAS

WESTERN STATES ENVELOPE Co. is announcing the the Safety xpress envelope made in size 5 x 11½ and in both 24 and 3-lb. craft, machine made. The seal flap gives direct ad- esion to the envelope in three places below the safety crease. his is called the Triple Notch Seal. Another recent offering f this company is the Open Side Catalogue envelope, designed or mailing high class advertising matter, in pennysaver and egular styles.

IAMOND POWER CUTTER BROADSIDE

A NEW 18 x 23 TWO-COLOR broadside is going out to printers ver the Country from the Challenge Machinery Co., Grand aven, Mich., stressing the advantages of the Diamond, now in e market for 15 years. The job was done on the Lee Two- evolution, two-roller, pony, and the edition was some 30,000.

EW CROSS CONTINUOUS SUCTION FEEDER

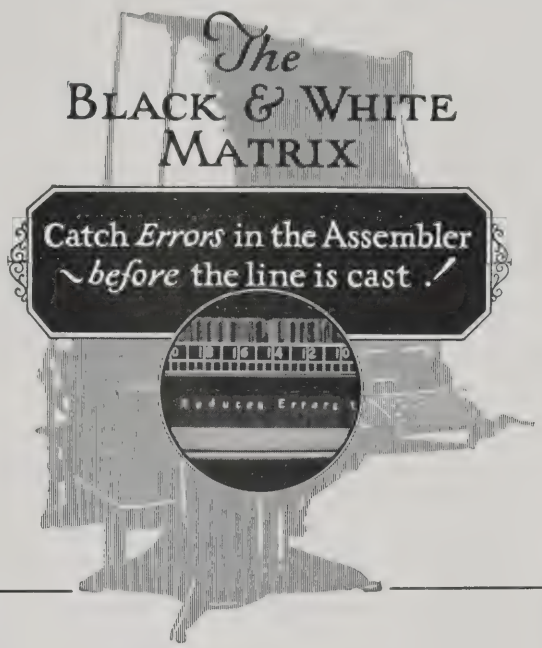
FOR MODEL B Cleveland Folder, is described in circulars suing from the Dexter Folder Co., New York. Simplicity is atured, and it is stated that even inexperienced operators can ickly master the details of operation. "It will make your leveland Folder a one-man unit," says the circular.

ACTORY TO CHICAGO, ALSO

MONOMELT SLUG FEEDERS are now being made in Chicago. he makers, the Printers Manufacturing Co., moved the sales partment from Minneapolis to Chicago over a year ago. Be- use the Minneapolis factory has now outgrown its present arters, it was decided to move the factory to Chicago also. nce May 1, both office and factory are located at 4541-43 avenswood Avenue in a new fireproof building which pro- des four times as much manufacturing space as the old loca- on.

Why Keep Your Machine Operators in the DARK?

Give them light! Let them *see* and read the matrices in the assembler! Help them to give you cleaner proofs!



THE Black & White Contrast Matrix is guaranteed to save no less than 25% of typesetting machine errors. It permits the operator to see and read each line in the assembler and catch and correct errors before the line is cast—*in the natural operation of the machine and without slowing-up production.* Every department is benefitted because fewer errors mean less handling time.

Note the following results of actual tests made recently on four prominent dailies (names on request):

(1) On 35,000 lines we showed a saving of errors of 41%.
(2) On 18,000 lines we proved a saving of errors of 37.43%.
(3) "Before" and "after" comparisons in plant operating 10 machines showed a saving of errors of 34.70%.
(4) On 42,000 lines we proved a saving of errors of 26.95%.

We do not ask you to take our word or the word of other users, however. We will prove the guaranteed saving right in your own plant! Mail the coupon.

MATRIX CONTRAST CORP.
33 West 42nd Street
New York City

Mail this Coupon →

Date.....

Matrix Contrast Corp.,
33 West 42nd St., New York

Please send us PROOF that your Black & White Process will save at least 25% of all our machine composition errors. We understand this process will make money for us without actually costing a cent. Tell us how!

NAME .....

ADDRESS

NPJ

THE VIEWPOINT OF THE ADVERTISER

From the advertiser's standpoint there is NO substitute for CIRCULATION. Neither ambiguous claims nor equivocal arguments can detract from the truth of this assertion. On the other hand it is given universal corroboration by national advertisers, who select the media which reach the greatest number of readers.

IF YOU HAVE CIRCULATION PROBLEMS WE CAN HELP YOU

Over *$300,000* In Cash and *65,000* New Readers

In Campaigns covering last few months

COAST TO COAST SERVICE

WRITE *"21 years doing one thing well"* WIRE

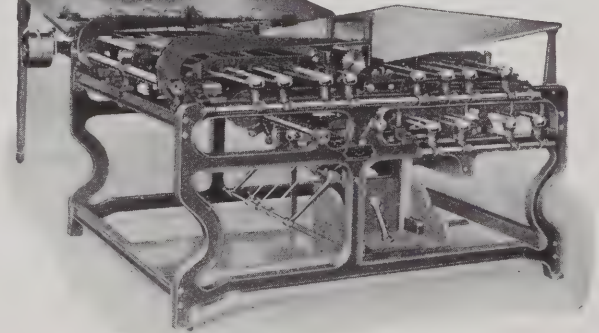
PACIFIC COAST CIRCULATION SERVICE

Bell Block **Cincinnati, Ohio**

CLEAN, SELF-FINANCING SUBSCRIPTION CAMPAIGNS

Local References: Provident Savings Bank & Trust Co.

COUNTRY PUBLISHERS are BOOSTERS for THE MENTGES FOLDER



The Mentges No. 2 Newspaper and Periodical Folding Machine has been designed to meet every requirement of the average small newspaper office. It is built for years of effective service with a minimum expense.

Machine Sent on Thirty Days Trial

The MENTGES FOLDER CO.

SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

"NPJ" ROUND TABLE (CONTINUED)

NEW INK CONCERN ORGANIZED

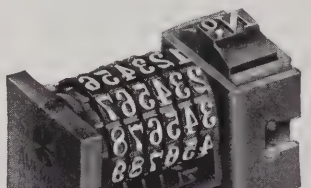
THE UNITED PRINTING INK CORPORATION (Illinois) announced incorporation and purchase of the stock and equipment of the western branch of the Jaenecke-Ault Co., 620 West Adams Street, Chicago. Homer W. Palmer is president. He is president of the Homer W. Palmer Co., manufacturers of printing ink correctives. Robert H. George, formerly western manager for Jaenecke-Ault, is vice-president and general manager. Roy R. Counihan is secretary and treasurer.

NEW LUDLOW TYPE FACES

RECENT ISSUES of the Ludlow News, published by the Ludlow Typograph Co., Chicago, show a number of new faces and border matrices, together with specimens of advertising such as is used in newspapers, illustrating them in actual use. Clearface Bold Italic, 48 to 8 point, and Cheltenham Old Style Condensed, 36 to 18 point are shown.

NEW AMERICAN ALL-STEEL MODEL

THE AMERICAN NUMBERING MACHINE COMPANY of 220-230 Shepherd Avenue, Brooklyn, announces a new Model 64 "all steel" typographic numbering machine. It is made with six wheels only and will number up to one million. It is placed on the market to meet the demands for a popular priced machine. It is designed particularly to operate in high speed automatic cylinder presses such as the Kelly and Miehle Vertical, and practically all cylinder and platen presses. It contains a low plunger which is but 3/32" above type high. The plunger is constructed of one piece of solid steel drilled for one large coil spring. The plunger operating mechanism is easily removed for cleaning without removing a screw or pin. It is made of steel throughout, including the outside the case. A cold rolled steel outside case is an exclusive feature. Model 64 contains no castings or soft metal parts of any kind, and is guaranteed.



№ 123456

Fac-Simile Impression

KOHLER MAGAZINE REELS

A CIRCULAR FROM the Kohler System, Chicago and New York, entitled "Reel Facts," and exceptionally attractive in its choice of paper and color, tells of the present stage of development in the newspaper field, particularly in connection with increased circulations. The use of the Kohler Magazine Reel in eliminating losses of time with high-speed and high-priced presses, is brought out.

WARREN'S STANDARD SALES UNITS

HERE IS A REGULAR file-size folder of specimens of Warren products in use, which delights the eye and sparkles with usefulness. It is dedicated to better printing—products and sales both. It shows seventy mailing combinations from ten envelope sizes and four standard paper sheet sizes. Postal rates are shown in detail for each. Throughout, there are innumerable good ideas for every printing plant.

SOUTH AMERICA'S NEWSPAPERS

NEWSPAPER PLANTS in South American cities are now largely operating with as modern equipment and as modern condition as in the States, according to Harvey D. Best, president of the Lanston Monotype Machine Co., who has made a thirteen weeks' tour of the southern continent, a complete circuit. He also found a spirit of optimism prevailing among publishers and printers, with many signs of rapid advancement in manufacturing, selling and other angles. Lithography and offset have been quite generally introduced in South America, he added. A number of printing vocational schools are now operated by governments and the Church.

WESTVACO INSPIRATIONS, NO. 15

THIS NUMBER of the series by the West Virginia Pulp & Paper Co. has for its subjects: "Splitting the Difference Between Black and White," showing the use of grey and similar colors in fine printing: "The Psychology of the Colored Spot," with specimens of black with red "spots" judiciously placed for attractiveness and attention: "British Art in Advertising," and a "Lesson in Decorative Writing." It is a remarkable collection of ideas for printers and advertising men.

The Goes Bordered Blanks Are Real "Printers' Helps"

Every Business House in town is a prospect for

Goes
Art Advertising Blotters

Write for Samples

because they help printers to produce high grade printed products quickly, easily, and economically. They facilitate the production and enhance the appearance and value of Membership Certificates, Licenses, Permits, Guarantees, Warranties, Charters, Lodge Passes, Commissions, Coupons of all descriptions and thousands of other varieties of printed matter.

The Goes Bordered Blanks will help Printers to open new business channels and to secure better prices and longer profits for their work.

The Goes Bordered Blanks have been especially designed for type overprinting. They are lithographed in rich appropriate colors. The assortment includes 100 styles ranging in size from 2¾ by 6¼ ins. to 17 by 22 ins. —something for practically every conceivable purpose.

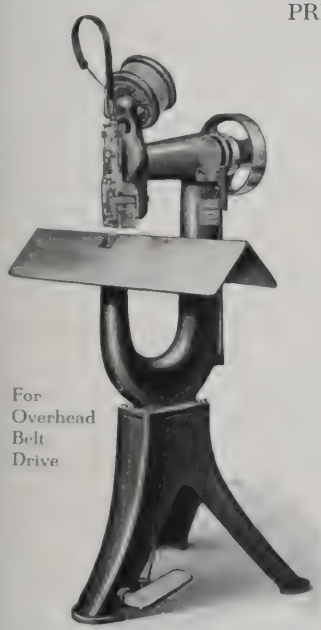
Samples and prices will gladly be furnished upon request.

GOES LITHOGRAPHING COMPANY, 47 W. 61st St., CHICAGO

Again the No. 2 BOSTON

Simple
Safe
Reliable

PRINTERS AND BINDERS HAVE INSTALLED THOUSANDS OF THIS MOST PROFITABLE BOSTON WIRE STITCHER MODEL



For Overhead Belt Drive

The Boston Wire Stitcher No. 2

250 Stitches per minute · Flat and Saddle Table
Single Adjustment of Working Parts
Fine Round Wire

THESE and other features have made the No. 2 BOSTON the favorite in the bindery—the producer that never disappoints—the all-round stitcher for pamphlet and small work—easily handled by the operator without expert attention. Carried in stock at all Selling Houses.

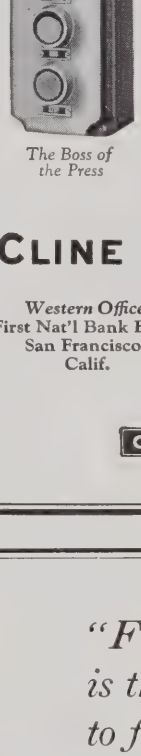
General Selling Agent

AMERICAN TYPE FOUNDERS COMPANY

Sold also by BARNHART BROTHERS & SPINDLER, and in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY

SET IN STERLING AND STERLING CURSIVE INTERRELATING BORDERS

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE SYSTEM

"Fundamentals first" is the only rule to follow to classified success

THE BASIL L. SMITH SYSTEM, INC.

International
Classified Advertising Counsellors

Packard Building **Philadelphia**

THE biggest Newspaper Publishers in the U. S. A. and Canada read

"NPJ"

Mailed directly to their Homes for Their Private Reading Tables

"NPJ" ROUND TABLE
(CONTINUED)

A LINE OF PUNCHING MACHINES

A NEAT LITTLE FOLDER of the Charles N. Stevens Co., Chicago, bears the title, "Show This to the Man who Makes Holes in Paper." It portrays and describes the perforators, punching machines, cornering devices and others of the company. Every operation of this kind is provided for.

AGAIN WE HAVE THE PENNY NEWSPAPER

THE BROOKLYN (N.Y.) STANDARD UNION recently announced a reduction in price of from two cents to one cent daily, or seven days for seven cents. It is the first newspaper of greater New York to go to the penny price since the World War. The *Standard Union* now selling for one cent is the same size as the former two-cent paper. The price cut was extensively advertised in all New York and Brooklyn newspapers during the week.

TO STUDY MECHANICAL PROGRESS IN EUROPE

GEORGE A. KUBLER, president of the Certified Dry Mat Corporation of New York, is scheduled to sail for Europe in June, for the purpose of studying first hand newspaper mechanical problems with special reference to stereotyping as practised in England, France, Germany, Austria, Belgium and Holland. There are innovations in the stereotyping field pertaining to newspaper work as well as to color work and book publishing which Mr. Kubler will study. Several publishers have requested Mr. Kubler to look into certain features of newspaper mechanics, and upon his return Mr. Kubler in all probability will have interesting disclosures to make to American publishers and mechanical men.

J. M. HUBER, INC., IN NEW CHICAGO HOME

THE CHICAGO OFFICES of J. M. Huber, Inc., manufacturers of printing inks, with headquarters in New York, is now located at 450 West Superior Street. The location is in a building formerly used by W. F. Hall Printing Co., and it covers some 10,000 square feet of floor space, affording larger space for equipment and inks. The Chicago branch announces that it is now in a position to furnish printers and lithographers with any material that they may require on short notice. The branch continues under the management of Joseph E. Costello and the western district management of Roger S. Gallup.

NEW NAME FOR OLD FIRM

AFTER trading as the Printers Manufacturing Co. since the firm was established, the makers of the Monomelt Single Melting System will henceforth do business as The Monomelt Company.

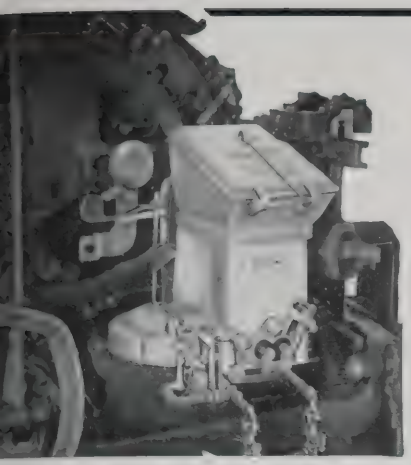
The new name identifies the company's product and is more easily remembered, whereas the former name did not provide much advertising value because it did not furnish easy association with The Mono-Melting System—the new and abbreviated name of the product.

The change in name was made at the time The Monomelt Co. combined the Minneapolis factory and the Chicago general sales offices in the new fireproof building at 4541 Ravenswood Ave., Chicago. The new quarters provide four times as much manufacturing space as the former location and give the needed room for expansion.

BOOKS AND PUBLICATIONS

DARTNELL ADVERTISERS' GUIDE

1926 EDITION, Compiled and Published by THE DARTNELL CORPORATION, Chicago, New York, Toronto and London: *John Cameron Aspley,* editor. This issue shows an increase in the scope of a very valuable volume and handbook for advertisers. Not only data on agencies are included, but also on markets and media. Canada has a special section. One section is devoted to appropriations. Every subscriber to the Dartnell Service receives a copy of this book, and about 2,500 are available for purchase. No pretense is made of "perfection," but even a quick glance through the edition shows increasing value and comprehensiveness. There are six parts: Markets and Market Locations; Selecting the Advertising Agency, with lists including space buyers; The Selection of Media; The Advertising Appropriation; Advertising in Canada, and Miscellaneous Data for Advertisers. The latter includes digests of laws of interest to advertisers and media, weights of paper sheets, business punctuation, proof readers' marks, type faces and sizes etc. Newspaper men will find many facts of interest in the other sections, as well. One they may study with special inter



WHY PIG METAL?

Save the cost of remelting—Save the life of your metal. Use

The Mono-Melting System

USED BY THE INLAND PRINTER

The high quality composition in THE INLAND PRINTER is made possible by the use of Monomelt slugs. ¶ Hundreds of modern composing rooms use the Monomelt System for clean metal — solid slugs — automatic feeding — perfect temperature control — increased production. ¶ 2000 Monomelts in use — both electric and gas models.

Send for information and comments of Users.

THE MONOMELT COMPANY
4506-16 Ravenswood Ave., Chicago, U.S.A.

HOWARD LEDGER HOWARD ENVELOPES HOWARD LAID BOND

HOWARD BOND

WATERMARKED

"THE NATION'S BUSINESS PAPER"

Howard Bond is particularly adapted for letterheads, billheads, and all office forms. Its high quality combined with its moderate price makes it popular the country over.

Compare It! Tear It! Test It! And You Will Specify It!

New York Office
280 Broadway

Manufactured by
THE HOWARD PAPER CO.
URBANA, OHIO

Chicago Office
10 S. LaSalle St.

THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

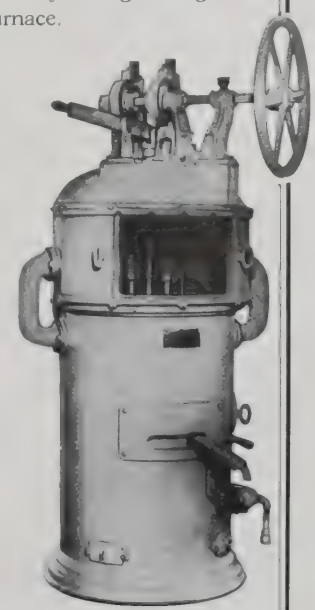
The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

NOTICE *of* PATENT RIGHTS

We absolutely control by Government Patent granted us, the method of pouring metal from the bottom of a melting pot by the use of a swivel spout; also the employment of a spout portably swung through a slot in the outside shell of a furnace.

We also control separate patents for an outside swinging spout enabling the metal to be poured in a radius into receiving moulds or vessels.

This notice is given for the protection of prospective purchasers of remelting furnaces.



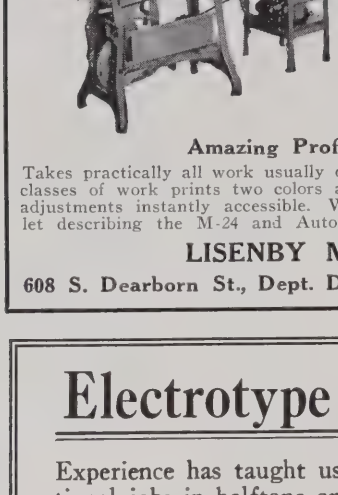
MONOMETER Ideal Furnace for Newspaper Plants

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

M 24 with Autofede



SPEED!

Up to 4800 an Hour
3600 on Quality Work
With the

M-24

Amazing Profit Producing Job Press

Takes practically all work usually delegated to 10x15's and on many classes of work prints two colors at one impression. All operating adjustments instantly accessible. Write today for illustrated booklet describing the M-24 and Autofede.

LISENBY MFG. CO.

608 S. Dearborn St., Dept. D. Chicago, Ill.

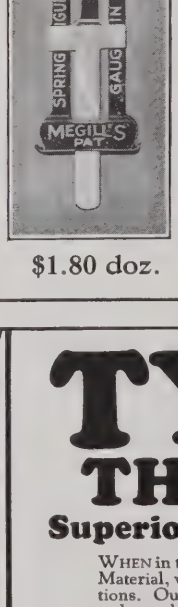
Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.



\$1.80 doz.

MEGILL'S GAUGE PINS

for Job Presses

Always uniform and dependable.

We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870

761 Atlantic Ave., Brooklyn, N. Y.

TYPES THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶ We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

"NPJ" ROUND TABLE
(CONTINUED)

est is that devoted to appropriations, how they are made, how based, and so on. Circulations and rates of principal newspapers are given, and forms of agency agreements, contract and many other valuable matters.—*J. L. M.*

ANOTHER "REASON WHY"

FOURTH OF THE SERIES of the Chapion Mills points out the advantages to the printer in the central location of the mills, at Hamilton, Ohio. In addition to this useful feature, the folder goes on to say, there is the service offered through the reserve stocks of pulp ready for the beating engines, at the mill at all times.

Association Elections

MORNING NEWSPAPER PUBLISHERS ASSOCIATION OF AMERICA—President, A. Schaefer, Fort Wayne (Ind.) Journal-Gazette; vice-president, W. H. McConnel, Springfield (Ill.) State-Journal; secretary-treasurer, E. J. Treffinger, Richmond (Ind.) Item.

CANADIAN PRESS ASSOCIATION—President, J. H. Woods, Calgary Herald; honorary president, E. H. Macklin, Manitoba Free Press; first vice-president, John Scott, Montreal Gazette; second vice-president, F. B. Ellis, Saint John Globe. Directors: G. Fred Pearson, Halifax Chronicle; Henri Gagnon, Quebec City Soleil; E. J. Archibald, Montreal Star; E. Norman Smith, Ottawa Journal; W. J. Wilkinson, Toronto Mail and Empire; W. B. Preston, Brantford Exposition; A. R. Ford, London Free Press; W. J. Taylor, Woodstock Sentinel-Review; M. H. Nichols, Winnipeg Tribune; Burford Hooke, Regina Leader; and Charles Swayne, Victoria Colonist.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—President, John Stewart Bryan, Richmond (Va.) News-Leader; vice-president, Edward H. Butler, Buffalo (N. Y.) Evening News; secretary, George M. Rogers, Cleveland (O.) Plain Dealer; treasurer, Howard Davis, New York Herald Tribune. Directors: Frank G. Bell, Savannah, Ga., News; Harry Chandler, Los Angeles, Times; Paul Patterson, the Baltimore Sun; Charles H. Taylor, Boston Globe; T. R. Williams, Pittsburgh Chronicle-Telegraph.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION AD BUREAU—President, William F. Rogers, Boston (Mass.) Transcript; vice-president, Harry Chandler, Los Angeles (Calif.) Times; treasurer, Howard Davis, New York (N. Y.) Herald Tribune. Committee in charge: F. I. Ker, Hamilton (Ont.) Spectator; Walter A. Strong, Chicago (Ill.) Daily News; William J. Hofmann, Portland Oregonian; Fleming Newbold, Washington Star; David B. Plumb, Troy Record; Allison Stone, Providence Journal; Louis Wiley, New York Times; E. W. Parson, Chicago Tribune; Charles D. Atkinson, Atlanta Journal; John S. McCarrens, Cleveland Plain Dealer; Frank H. Burgess, La Crosse (Wis.) Tribune; and David E. Town, Hearst Newspapers.

SOUTHERN ILLINOIS EDITORIAL ASSOCIATION—President, John McConachie, Coulterville Republican; vice-president, Mrs. Ruby Jones, St. Elmo Times; secretary-treasurer, Norris Goode, Virden Record.

NEW YORK NEWSPAPER WOMEN'S CLUB—President, Theodora Bean, T-Bean Newspaper Syndicate; first vice-president, Emma Bugbee, Herald-Tribune; second vice-president, Josephine Robb Obe, World; third vice-president, Helen Rowland, King Features Syndicate; treasurer, Martha Coman, Scarsdale Inquirer; assistant treasurer, Charlotte McLevedge, New York office Chicago Daily News; correspondin secretary, Alice Porter, American; recording secretary, Florence Smith Vincent, Evening Telegram; chairman of membership committee, Deborah Corle, Herald-Tribune; chairman of house committee, Elsa McCormack, World.

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NATIONAL PRINTER JOURNALIST

PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $2.50

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THE time is not far away when a business man's membership in trade associations will be an important factor in his banker's judgment of credit rating : : Trade association membership is a measure of Character, showing ability to get along with others; a measure of Intelligence and Soundness, because such membership is doing something for stability, efficiency and economy.

—*O. H. Cheney*
American Exchange Pacific National Bank, New York

JULY, 1926
Number 7 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

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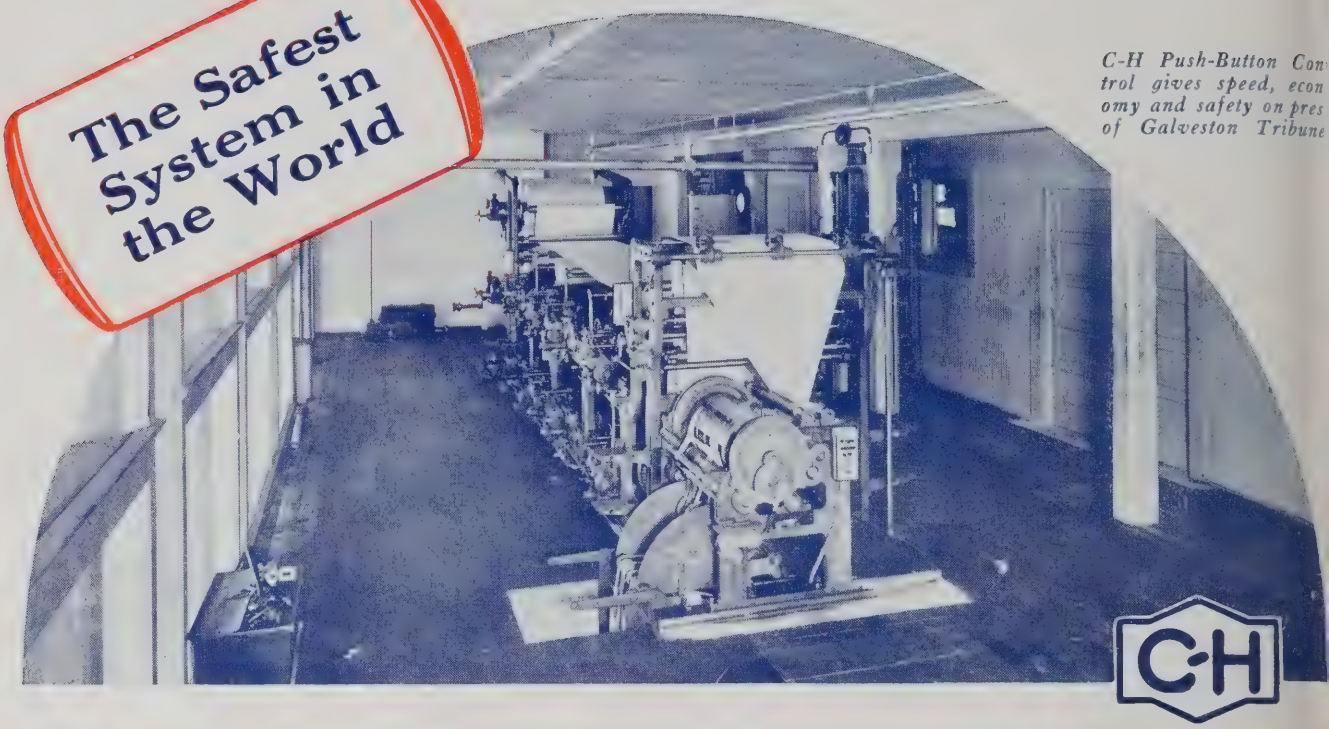

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NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., July, 1926 | No. 7

BLIND PUBLISHER CRYSTALIZES N. E. A.'S POWERS AND PEP

Los Angeles Convention of National Association of Community Printers and Publishers Rings a New Note

By JOHN L. MEYER

A MORE powerful, more harmonious note sounded at the annual convention of the National Editorial Association, held in Los Angeles, than heretofore.

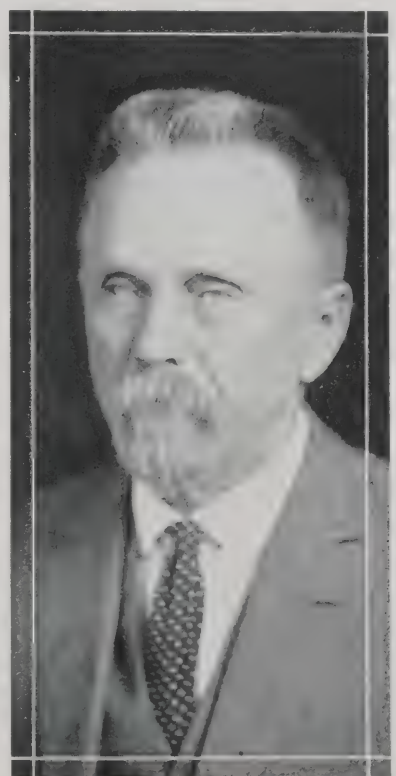
Much of the new power which, plainly and effectively, has shown up in the association, is no doubt the result of years of work on the part of the various executives, committee chairman and others, who have never let go, but fought through thick and thin, through gloom and sunshine.

It is remarkable that the gathering forces crystalized during the administration of Frank O. Edgecombe, Geneva (Neb.) *Signal*, who has been without eyesight for many years, but who accepted the honors and responsibilities of President of the N. E. A. most seriously and earnestly, without any reflection of an incapacity which daunts most of those suffering from it.

Hotaling Offers $1,000 to Help Start $100,000 Endowment

SECRETARY H. C. Hotaling, who has shown an astonishing ability to stick to a ship regardless of wind or weather, as well as the annual address of Mr. Edgecombe, expressed the new note.

First, both were able to present a showing of financial soundness which evidences a big step upwards. This situation, in turn, was followed by a proposal to build an endowment fund of at least $100,000, the interest from which is to pay overhead, leaving receipts from dues, etc., for increased activities. Mr. Hotaling said he will be one of 100 to contribute $1,000 toward such an endowment fund, if one is started.



FRANK O. EDGECOMBE
President, N. E. A. '25-6

Mr. Edgecombe followed this up with a proposal of larger and new activities. He stopped to answer a possible challenge as to an endowment: "It has one danger," he said, "but we may trust to the loyalty and far-sightedness of our members to overcome it." Some may say, why pay dues if there is an endowment fund? "The personal activity of thousands of publishers is highly important", replied Mr. Edgecombe.

Field Manager Plan Seen As Big Aid to Journalists

NOW, what are some of the activities which the N. E. A. has come to feel it should tackle in real, national form? The program proposed, in itself, is evidence of a crystalization of spirit and hope. To quote from the President's address at Los Angeles:

"It is vastly important to our Association that the field manager plan of state press association organization be extended to other states. When we can give the executive secretary a capable assistant, one of them can spend some time each year promoting this plan of organization by explaining its benefits and giving such other aid as may be asked for. We must look to the states organized on this plan for permanent membership growth.

"WITH notable exceptions, the schools of journalism of the United States and those operating

$100,000 ENDOWMENT FUND IS PROPOSED FOR NATIONAL EDITORIAL OVERHEAD

them know next to nothing about the work of the National Editorial Association or the possibilities it holds for the journalists of tomorrow in the rural field, now occupied by about 15,000 weekly and daily newspapers.

"Our schools of journalism ought to be fitting young people to fill all sorts of positions in the publishing world. There are some better jobs than the mere writing of copy. Eventually there will be open in most states the position of field manager of the state press association and some states will have need of two persons in the manager's office. Our own association should have work enough for three or four capable people in our headquarters office. Graduation from the right kind of a school of journalism, one with its feet on the ground, should be a fine recommendation for any person who has built on that foundation a proper number of years of suitable experience as printer and publisher.

National Advertising For Country Press, on the Program

THE tremendous volume of foreign advertising, as distinguished from local advertising, is growing yearly and is eagerly desired by every publisher. The publishers need representatives who can sit down at a conference table with the men who direct the expenditure of millions of advertising appropriations and help them use the rural press more easily, more economically and with greater profit to all concerned.

"Of course *no state or national editorial or press association, serving all of the publishers in its field, should attempt to set up an advertising agency for the handling of general commercial advertising any more than it should undertake the manufacture of typesetting machines or printing presses.*

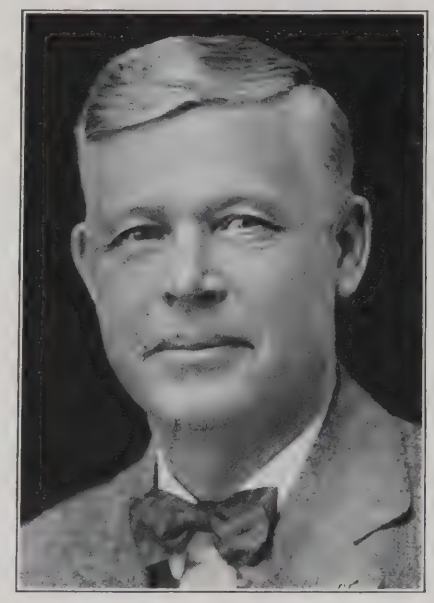
"The state press field managers and whoever may be in charge of our national headquarters are going to be in a position, if present progress is continued, to do a good deal towards increasing the flow of national advertising into rural press channels. Any failure of this prophecy to come true will be wholly the fault of the members of the National Editorial Association and the other rural publishers who have as yet failed to give us the assistance of their names and membership money.

Not to Get Into Trade Press Field, Under Any Guise

WE may expect to meet every year proposals to change our monthly bulletin into something else to fit someone's fleeting fancy or advantage somebody's private purse. The *Bulletin* is now exactly what it ought to be and there should be no thought of permitting a change. Direct communication between the headquarters office and the executive secretary and president is vital to the success of our organization. The *Bulletin* is so small that any member can get the important facts out of it in a few minutes as soon as it reaches his desk, a vital fact. The *Bulletin* comes as a personal message, almost like a letter, to each member.

"Many efforts have been made to sell or give trade publications to our Association and at one time some years ago the executive committee was led into making a contract for the purchase of such a publication and a small cash payment was made. Fortunately the purchase was not consummated.

"The columns of every publication devoted to the interests of publishers and printers are open to us every week and every month in the year without a cent of cost or an ounce of responsibility for the professional and financial standing of the publication. *Magazine publishing is not a proper function for our Association from any point of view and it would be unwise and unfair to enter into competition with our good friends of the trade press.* It takes long experience and great skill to operate a trade paper without suffering heavy financial loss.



H. C. HOTALING
Executive Secretary, N. E. A.

Other Features Are Outlined For Extended Activities

"I DO NOT understand why the exhibitors at state contests who win such high approval do not make entries in the national contest. This is another subject which could be efficiently handled

N.E.A. PROGRAM : : : :

More Field Secretaries.

Assistants for the Executive Secretary (so that new plans can be worked out, including):

More National Advertising for Community Newspapers.

Closer Contact with Schools of Journalism.

Continuation of Present Bulletin, (staying out of the trade paper field.)

N. E. Advertising Committee Pleads "KNOW YOUR COSTS"

ADVISING no change in the "scale" of prices for advertising which has been set up in previous annual committee reports, the 1925-6 Advertising Committee of the National Editorial Association, reporting at Los Angeles, said: "Your committee wishes to stress the apparent necessity of establishing better business methods by country publishers. Speed the day when we may eliminate the word GUESS and substitute in its place the far safer, and more satisfying word KNOW."

The report which will be covered further in *"NPJ"*, was signed by E. K. Whiting, Owatonna (Minn.) *Journal-Chronicle,* chairman; W. H. Bridgman, Stanley (Wis.) Republican, and C. L. Hobart, Holdon (Mo.) *Progress.*

One feature is an explanation of a Wisconsin publisher's method charging extra for extraordinary composition in advertisements. The report points out, again, how inability of rural weekly papers to offer national advertisers adequate service is curtailing the quantity used.

om the office of the executive sec-tary if the time shall come when e can have assistants.

"It is particularly important that ur newspapers, forming a part of ie rural press and our organiza-on being the only national voice f the rural press, should at all mes definitely and boldly support very constitutional and statutory nactment, and give our utterances eight by private and public ob-rvance.

"Early in the year I suggested the llowing for a definite program of lvancement: Improvement of the litorial departments and elimina-on of press agent publicity, often eceitfully disguised as news, for hich the publicity agent is paid n a partial advertising basis for pace used and *for which the pub-sher of it gets nothing but the con-mpt of the advertiser.* Hearty ipport has been given this pro-osal. These items may well be ontinued for further discussion nd application." The President so pointed out the progress made the fight on "government-print-l" envelopes.

redit is Due to Members nd Officers Who Held Helm

THERE is, indeed, something new and more powerful in the N. . A. atmosphere. It looks as if ie N. E. A. is stepping out of its waddling clothes—an achievement hich takes years and years in a itional body, as against months in her bodies. It is a delight to con-mplate the improvement. Those embers and officers who have een instrumental in making the lvancement possible deserve a eat deal more credit than they ill get, perhaps for some years to ome.

L. J. HOFFMAN
Circulation Manager, St. Louis (Mo.) Star

ACCIDENT POLICY O. K.? A PIONEER TELLS US

St. Louis Daily's Circulation Manager Points Out Results of His Experience

By L. J. HOFFMANN

ACCIDENT Insurance policies as circulation builders have numerous advantages. First want to mention the plan. Upon rests the success or failure of our undertaking. The deferred ayment plan under which the St. ouis *Star* is operating has proved tisfactory.

It is an advantage to have a con-ection with an insurance com-ny with its home office in your ty. I make it a point to visit the surance office on an average of twice a week, more if necessary, to talk over adjustments of claims and other business matters. Personal contact in these cases accomplished in one meeting what possibly would take weeks and weeks of correspondence.

Another advantage of accident insurance circulation promotion is, that interest is continually being renewed by payments of claims in various neighborhoods. When a claim is paid, we announce it in a special descriptive advertisement, using photos of the canceled checks, etc.

If it is an outstanding case, the editorial department gets a special news item, which generally appears on page one, two or three, according to the merit of the story. This is put into the hands of our solicitors, who are routed into this particular territory. Numerous subscriptions are obtained from neighbors, who know the individual and know of the particular accident. These areas can be recanvassed numerous times.

First Newspaper in U. S. A. To Use Policies as Premiums

THE St. Louis *Star* was the first newspaper in the United States to use insurance policies as a circulation stimulator. At the time, the policy was given free to registered readers. Our experience has taught us that this procedure is not

satisfactory because it is hard to check and every reader who receives a policy, as to living up to the promise to buy a *Star* at all times.

The plan by which the subscriber *pays* for the policy is by far the best. Of the 500 or more newspapers, which I understand are now using insurance, all are charging for policies. Selling the policy to the subscriber is a distinct advantage because he will value it more highly.

You may not get the volume of business at once under this method, but the business you do get will be of a more substantial nature, and volume will eventually come.

Another advantage of insurance is the service rendered to a reader in distress.

The fact that promotion costs are cut considerably with an insurance promotion plan is a big advantage that your publisher will appreciate. You can make the subscriber carry the entire burden of costs, if you so desire.

Another advantage is that policies can be sold to old subscribers, thereby satisfying them as well as your new readers. Being able to satisfy your old readers is always of major importance as you all very well know. For those of you, who use premiums, the *old reader* question is a constant sore spot.

You can constantly keep your scheme before the public by using new ads, telling of adjustments of claims, etc.

Some Rules That Have Helped to Gain Success

INSTRUCT your reader, to whom you issue policies, that it is valuable and should be put in a safe place, where other valuable papers are kept, so that it can be secured at any time an emergency arises. This is a constant good will ad, which causes the reader to be reminded of the necessity to continue reading your paper indefinitely.

The plan we are now using has helped carrier collections remarkably because we state in all our promotion literature that the subscriber must be in good standing as to payment of newspaper bills, otherwise claims will not be paid. In the event that subscribers allow their bills to go unpaid over 60 days, notice of cancellation of the policy for this cause is promptly sent.

We have an arrangement with the insurance company whereby we get a *pro rata* rebate on each policy cancelled. Before a claim is paid, inquiry as to the paid-up standing of a subscriber is made by the insurance company.

I suppose each of you has had the experience of duplication in premiums, whereby housewives, as well as boys and girls quit after a short time to take advantage of another premium offered by another paper of your own. With insurance, this is eliminated.

An improved policy form compared to the one that was used by the *Star* in 1919 may be classed as another advantage.

Avoids Disadvantages Found In Usual Premium Plans

ANOTHER desired feature of insurance is that it is entirely possible to put it in mesh with other premium promotion undertakings. For instance, you have a wagon or doll offer, which has been commonly used in the last couple of years. On each new order secured on a short-time basis as a result of this kind of an offer, you can tie up a long period by selling an insurance policy without additional cost to you. You can even go so far as to make this a part of your promotion rules.

We have learned from experience that there are numerous people who subscribe for any and all kinds of premium offers and they display great dissatisfaction on receiving their premiums, claiming they are not as represented, inferior to sample shown by solicitor, etc. Insurance nearly eliminates this class of subscribers.

Several large insurance companies are now issuing limited coverage newspaper policies. A few of the large companies the policies of which are in most common use are: Continental Life and Accident Insurance company, Inter-Ocean Insurance company, Federal Life and Accident Insurance company, North American Accident Insurance company and the National Casualty company. The above mentioned companies control most of the newspaper contracts to my knowledge.

The fact that with an insurance proposition you tie the subscriber for one year is a very desirable advantage over contests which add short-term subscriptions generally secured with prizes and premiums.

A subscription tieup, instead of just issuing policies to readers at large, is unquestionably the best; but, of course, in some cases competition may make this impossible. In St. Louis one paper issues insurance without any tieup, not requiring the policy-holder to be a reader of the publication. Another issues only to readers of its publication. The other two papers, of which the *Star* is one, issue to registered subscribers only. From the facts available the latter plan is the most successful.

Insurance eliminates costly premiums, freight and express bills, store room space, carrying a large stock of premiums, etc.

Drawbacks May be Found, Just as in Other Methods

OF COURSE, you will readily realize that in all forms of newspaper promotion you will find some disadvantages, and this is true of insurance. One of the greatest, I believe, is to become associated with a company which is not generally known. I would advise to thoroughly investigate, so you may rest assured that it will not be necessary after you have your drive in full swing to change boats in mid-stream.

Another disadvantage, in my estimation, is the subscriber who holds one of the policies issued through your paper and who is injured, but who is not covered by the policy. We have found from experience that numerous subscribers meet with injuries of all kinds and we can tell from the nature of their letters and telephone calls that they have not read their policy and are not familiar with the terms and conditions of its limited coverage.

It is, therefore, necessary to spend some time convincing them that under the terms of the policy they are not covered. In most cases of this kind, this is handled by the insurance company, owing to the fact that the home office is in our city.

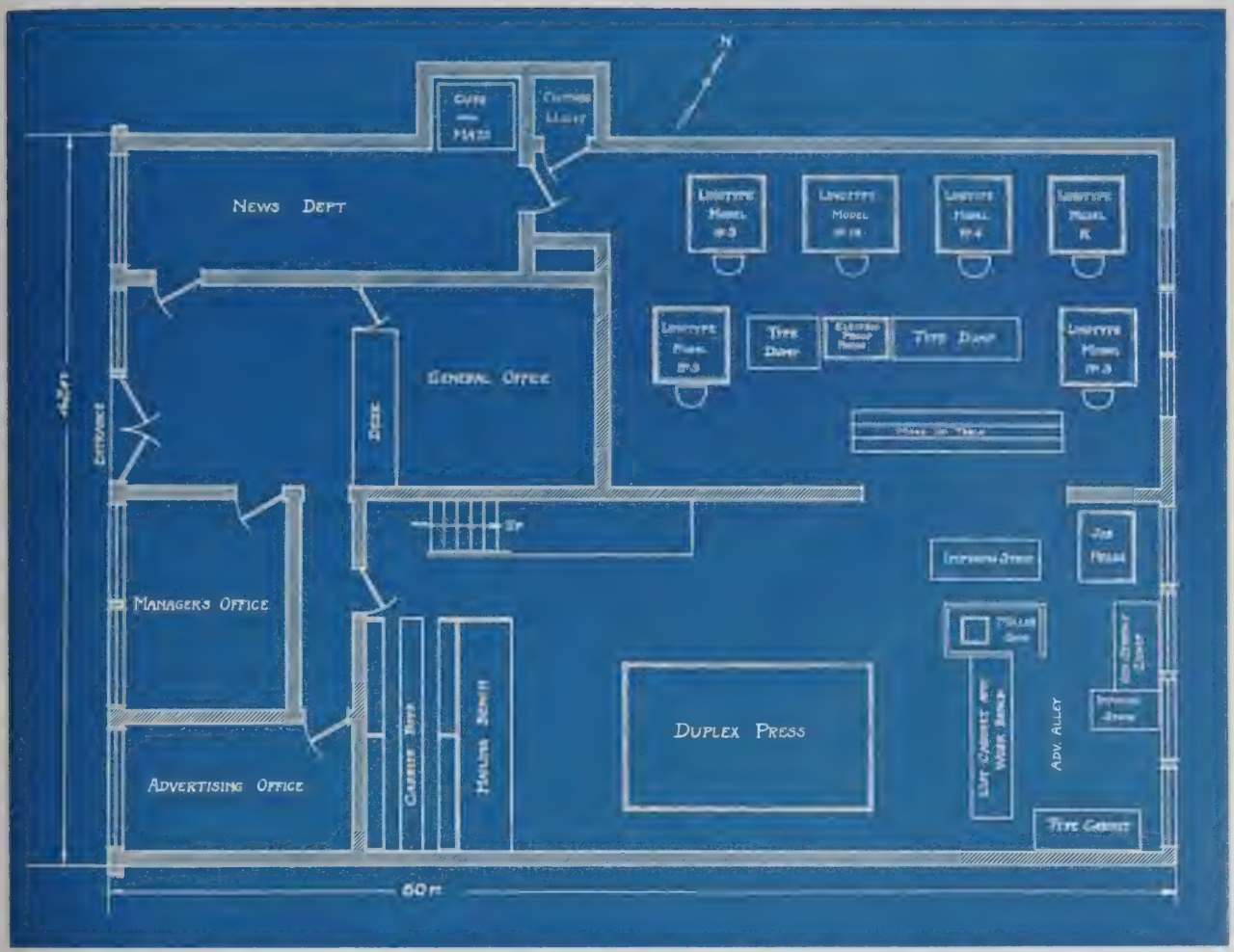
When using solicitors, you are bound to find cases where they have misrepresented the policy, the same as any other premium offer. You can reduce cases of this kind to a minimum by the use of descriptive circulars.

ONWARD : : : : :

NOTHING finite satisfies us; no achievement, no attainment ever seems adequate. There is always "a more yet" stretching on beyond our grasp.

THERE is a beyond not only outside us and above us; there is as well a beyond within us. We always carry a ladder with us. We transcend whatever we are. We are no more capable of bounding ourselves than we are of bounding the sky.

WE are forever ourselves PLUS, and the Plus is the main fact. — DR. RUFUS JONES.



FLOOR PLAN OF THE HILLSDALE (Mich.) DAILY NEWS
Modern Equipment is Used, as is Shown in the "Blue Print" and Text of Article Describing Some of Plant's Features

MARKET PAGE WINS SOLID PRESTIGE

Michigan Small-City Daily Becomes Big Power by Building Up on Readers' Wants

By JOHN L. MEYER

HILLSDALE County, Michigan, is a farming community. There is one daily newspaper in the county, the Hillsdale *Daily News*, Harvey J. Burgess, editor and publisher. A publisher in Pennsylvania tipped off to me that Mr. Burgess and his *Daily News* has developed a feature which makes his paper and shop a "common meeting place of the farmers of the county, and of their families and friends". This sounded like a large earful, and the makings of a good "experience story" for NATIONAL PRINTER-JOURNALIST. Harvey Burgess is, of course, widely known as a power in midwestern printing: publishing association work.

It develops that the Hillsdale *Daily News* has, in fact, worked out an unusual market page, and that this has given the paper a standing in the county which is at least exceptional and unique. Business men in Hillsdale made the statement that 75 per cent of the *News'* subscribers turn to the market page immediately on receipt of the daily issue.

The page has been built up through a period of years by constant, real investigations of just what the farmers want in the way of markets; that which they really want is being furnished. Not just what comes over the wire, or is easy to pick up in some bank or brokerage office.

Classified Advertisements And Auction Sales Played Up

IN addition to the markets there are four columns of classified advertisements made up of the wants of the readers themselves. These, together with advertisements of auction sales, 95 per cent of those held in Hillsdale county being advertised in the *News*, make a department exceedingly efficacious in holding the farmer subscriber and the local advertising. National advertisers are recognizing it.

But, as essential and vital to the success of the *News* as all this has

ALBERT SPENCER
Mechanical Foreman
Hillsdale (Mich.) Daily News

proved to be, this newspaper still is and doubtless will always be a *community paper.* Its local news, social and personal items, and the news of the events of the county are complete. Some sixty correspondents contribute at least once a week and, frequently, daily. With clean-cut features, serial stories, comics, etc., no reader of any subscriber's family is neglected.

All of this is put into six and eight pages through careful editing and close supervision. Each atom of space is made to either produce revenue or provide information or entertainment. No "free publicity", propaganda, puffs or space fillers. The *News* is independent in politics, impartial in practice and always for the development and best interests of its territory.

Competent salesmen are employed in circulation, classified and advertising departments; for, "after all the sale of a product is a fairly accurate indication that it is as good from the purchaser's point of view as the producer believes it is," said Mr. Burgess.

Puzzles of Deflation Period Prove to be Opportunities

THE period of inflation, during and after the war, left a "nice little problem" in the hands of publishers of community daily newspapers in small cities. For those who happened to be in *rural* communities, the inevitable time of deflation multiplied by three fold these troubles, according to the publisher of *News.*

"The small newspaper, with the news of the community in which it was published, and perhaps that of the adjacent neighborhoods, and a smattering of state and national news frequently furnished by a short telephone report, was completely outclassed in competition with outside city newspapers that were forced to cultivate more intensively rural communities, seeking to bolster up slacking circulation in an effort to maintain national advertising rates already in effect," said Mr. Burgess.

"In the sifting-out process, where subscribers were compelled by circumstances to curtail expenses and take fewer daily papers, the decision frequently went against the community newspaper. This was especially true where the newspaper had a large mail list.

"Then came the radio, that unmistakably branded as old items of the day before and made rewriting most difficult.

"As is often the case, what seemed insurmountable obstacles proved in the case of the *Daily News* (and many others) to be merely opportunities to better service, and a consequent better reward in the way of patronage and good will on the part of subscribers and advertisers."

Joining the Michigan leased Associated Press wire circuit in 1920, to which all the larger papers of the state were connected, the *Daily News* has continued to grow in favor with its readers. Its circulation has increased a thousand at $4 a year as against pre-war price of $2. This accomplishment was made in the face of no marked growth in the city and a decreased population on the farms throughout the county.

No attempt is made to compete with metropolitan newspapers as such. But the readers of this newspaper are reliably and fully informed through its leased wire service, which is printed in full but without the attending large headlines in common use on the larger papers. "Even with this we are not content," said the publisher. "Our readers are protected on important happenings of national interest. Specials are issued following general elections, etc., and distributed to the entire list of subscribers absolutely free."

AS indicated hereover, the *News* has something unique and unusual in its market page and the influence of that department in the county. The executives of the Hillsdale daily, asked to tell about this, summarized the methods and the results about as follows:

HARVEY J. BURGESS
Editor and Publisher
Hillsdale (Mich.) Daily News

Special care has been exercise in selecting and providing the re ports of all the markets that are de sired by the readers. Any sugges tion that has come from its friends if possible to follow, has bee promptly adopted.

For example, Boston Wool mar ket is carried in this newspape and others on the Associated Pres circuit through *News'* initiative, fo lowing a request of several farmer a dozen miles from this city. Hig and low as well as the open an close of the Chicago wheat mark were obtained and are carried a the result of similar requests. Man other instances could be recite but these are typical, and serve t indicate the means and manner o building what is considered, not b the publisher, but by readers whos business it is to know, the best mar ket page that comes into Hillsdal county.

These market reports occup three and one-half to four column of space, set in solid 6 point. Th remainder of the page, and fr quently more, are devoted to th classified columns and auction sal notices. These departments alon merit reading by every farmer an others interested in the productio sale or purchase of farm produc

IT IS one thing to claim to be th auction paper of a county an another thing to actually be suc Three fundamental principles wer followed in the development of thi department for the *News.*

First, circulation must be sufficiently general and the coverage sufficiently thorough to put over any and all sales in whatever section of the territory they may be held.

Second, a system that prevents omissions and errors must be adopted. "We do not claim infallibility, but we do not believe there have been more than two or three cases of disappointment in ten years," said one of the executives. When it is learned that many of the arrangements and even whole lists of farm sales are taken over the telephone, one must conclude that considerable care is exercised in taking and filling the orders in the *News* office.

Third, and of equal importance, is the education of patrons necessary to the general use of these columns. No startling methods were employed in working this out in Hillsdale, but it required an unlimited amount of patience, persistence and determination to "put it across." Liberal promotion space, on the auction page and others, is used consistently. Testimonials of the success of the sales using this means of advertising are run, booklets telling how to prepare and hold an auction—as well as how to advertise one—have been issued and distributed. The co-operation of auctioneers has been secured, and all of these methods are followed-up by personal solicitation when necessary.

Many of the same methods are being employed in behalf of the classified columns and its development is progressing as rapidly as did the auction advertising. The market, classified, and auction page of the Hillsdale *Daily News* is as much the pride of the publisher as is the first page.

The *Daily News* has the Pony-A service of the Newspaper Enterprise Association and the Meyer-Both advertising cut service.

The arrangement of plant equipment was developed by experience in an effort to save footsteps. Wesel electric proof press and Hamilton type cabinets are used. The bookkeeping system was installed by Ernst & Ernst of Detroit, and the forms, such as advertising and subscription blanks, are of *News* "get up." In all of these the labor factor was taken into consideration and reduced to a minimum.

Subscription Handling is Systematized by The News

MAKING so consistent and effort to merit circulation and sell it, the Hillsdale *Daily News* seeks to avoid all slip-ups in handling subscriptions and renewals—the sins of omission and commission which so often lose subscribers for newspapers, daily or weekly. Also, expense in handling. A form has been developed which appears to be very unusual and which has proved to be virtually "mistake proof" as well as resultful. In addition it saves a lot of time and insures just the proper action when it is needed.

Illustrated with this article is the "original" of the form. It is the subscriber's receipt and thanks. It is a form which looks like, to the subscriber, as if it should be kept. It shows exactly the day and date when the subscription started (paid in advance) and when it expires, amount paid, etc.

The second sheet—all four are made out at once, with the use of carbon paper—is of a different color than the first, white. The serial number is, of course, the same. So is that part which relates to the dates, amount of payment, etc. The text at the top of the form is headed, on this sheet, "Notice of Expiration of Subscription." Under this is printed, instead of the acknowledgment on the first sheet, the following:

DEAR READER:

You will note by referring to the above statement of your subscription account that the term for which you paid as therein indicated will expire within ten days from the receipt of this notice. We are calling your attention to the matter at this time that there may be ample time for you to send in your renewal before expiration and thus avoid a break in receipt of copies of this newspaper. We have appreciated your subscription and hope that you have been so well pleased with the daily visits of The Daily News that you will wish to continue its coming.

This will be the only notice you will receive before the expiration of your subscription and as all subscriptions must be paid in advance we suggest that you do not allow the matter to slip from your mind but attend to it at once.

THE HILLSDALE DAILY NEWS.

Return statement with your remittance.

THE third sheet, bearing an outline "3" and on yet another color, serves as a "Notice of Dis-

RECEIPT OF SUBSCRIPTION TO

THE HILLSDALE DAILY NEWS

Dear Reader:

This acknowledges the receipt of your remittance for subscription to The Daily News and we thank you for same. We fully appreciate your subscription and are bending every effort to merit your continued patronage. The Daily News is the best daily newspaper obtainable for Hillsdale County people. It furnishes the latest news of the state, nation and world, served by the Associated Press, and it is the only newspaper that provides news from the county seat and every section of this county. Its classified columns and auction sale section are very valuable to all who buy, sell, hire or are hired. Even the smallest service rendered thereby is worth the price of subscription to this newspaper. We hope that you will be so well pleased with it that you will want to continue its coming after this term of subscription has expired.

Very truly yours,
THE HILLSDALE DAILY NEWS

43621

DATE OF PAYMENT_____

NEW RENEW 25c 50c 75c

$1 $2 $3 $4 $5

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17
18 19 20 21 22 23 24 25 26 27 28 29 30 31

Subscription paid from and to dates checked below.

MONTH		YEAR
January	July	1923
February	August	1924
March	September	1925
April	October	1926
May	November	1927
June	December	1928

1

COMPLETE SUBSCRIPTION SYSTEM IN ONE OPERATION

This Original Goes to the Reader; Three Others Supply Forms for Expiration Notice, Discontinue Notice and Office Needs (See Article for Details)

continuance", and has the following to say to the reader:

DEAR READER:

Your subscription to the Hillsdale Daily News having expired—as you will note by referring to the above statement of your subscription account — and not having received your renewal for same in the ten days since sending you notice of such expiration, we have removed your name from our subscription list.

We feel, however, that possibly your failure to renew your subscription is more a matter of neglect than a lack of desire to continue its daily visits and, therefore, we call your attention again to the matter. You can have your name promptly re-entered on our list by returning this notice with remittance to us in the enclosed addressed envelope.

We have appreciated your subscription to The Daily News and hope to have the pleasure of replacing your name on our subscription list.

Very truly yours,
THE HILLSDALE DAILY NEWS.

Otherwise the sheet is the same as the "original". The fourth sheet, another color, is the office record duplicate, and says over the date and amount form, that "this duplicate receipt is the Daily News' record of payment of subscription and therefore must be carefully guarded. It should be kept in order received and be sent with proof to reader. The mailer shall correct list and then return to business office for filing. To lose this slip will cause confusion, embarrassment and considerable extra work. SEE THAT IT IS NOT LOST."

Each sheet measures 5½x6½ in.

COPY-FITTING SYSTEM IS PLANT MONEY-SAVER

Educator Explains Use of Method Which He Finds Useful in All Kinds of Composition

By JOHN C. MARTIN

COPYFITTING is a prerequisite to estimating. Accurate estimating is a vital factor in the production of printing. But without a careful and efficient system of copyfitting, even though the cost system of a printing plant is accurate, the estimate may be wrong.

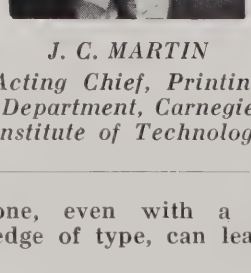
We are using today many methods of copyfitting. Each system differs from the other in accuracy. The solution of the same problem in book composition may vary from eight to thirty-two pages, or more, depending upon the size of the job. Under this handicap, it is often difficult for the printer to earn a fair profit, or to secure the job on an estimate. Appreciating this condition, he will play safe, and submit the estimate for a book with a specified number of pages. But this is not giving the customer what he may wish — a definite price.

In order to make the type fit, very often the job will be run solid and afterwards leaded by hand. This means extra labor and a needless expense, as leading on the machine is not an additional cost.

Word-Count Method Said To Be Rarely Accurate

PROBABLY the most commonly used system of copyfitting is the "word-count." However, it is impossible to plan work accurately from the word-count, for this ignores entirely the style of the author. He may use very long words, or he may use very short words.

The Monotype company have perfected a system of "counting characters and spaces," not words, to the line. Naturally this system was devised for the use of the Monotype. But we have found in our work at the Carnegie Institute of Technology that this system works equally well on the slug machine, or with hand-set type. The system is easy to teach and readily acquired by the student. In fact, many of our graduates have given this system a fair trial, and endorse it by saying that it "works."



J. C. MARTIN
Acting Chief, Printing Department, Carnegie Institute of Technology

Anyone, even with a limited knowledge of type, can learn and use the "character-count" system of copyfitting.

All typewriter characters are of the same width, the lower-case *i* being the same width as the cap *M*. Simply count the number of characters and spaces in the average line and multiply by the number of lines in the manuscript.

The next step is to change these characters and spaces of the copy into ems, the unit of measure of composition. We know that the average size character, *a, c, d, e, h, n, o,* and *u* are virtually nut characters, or measure about two to the em in width. The thin characters, *i, l, r, s, t,* and points, about balance the *w, m,* and caps. The average space in a line is slightly under the, en, or half the em. Or, in ordinary straight matter, there is approximately two characters to the em. For easy computation, in a manuscript containing 1,000 characters and spaces, there would be 500 ems of copy. But more accurately, after hundreds of tests, it has been found that *53 characters and spaces of typewriting equal 25 ems.*

Applying Character Count Under Various Conditions

IF THE average line of copy should contain 70 characters and spaces it would figure 25/53 of 70, or 33 ems. Reducng 25/53 to a decimal, gives .47. Reduced to a formula: .47 times characters and spaces equal ems to average line of copy.

From now on it is only a problem of reprint matter, or the principle upon which this system of copyfitting is based. If the specified measure should be 25 picas, it would contain 25 ems of 12-point type. Or, if the copy should average 53 characters and spaces to the line, each typewritten line of copy would make one line of type. If the type face should be 6-point, and the measure 25 picas, there being 2 6-point ems to a pica, 25 picas would contain 50 6-point ems. Hence, a manuscript containing 10,000 ems, if set in 12-point, 25 picas, would make 400 lines of type. If set in 6-point, the same measure the manuscript would make 200 lines of type.

An em is commonly known as the square of the point size of the type body. This is true with the medium width type face, but it is not true with a condensed or an extended type face. For accurate copyfitting, we must consider the real width of the type-face em and not confuse it with the point size of the type body. The width of type face is designated by "set." Set measures the type face linewise and point measures the type body columnwise. Take for instance in the Monotype system. Their 8-point

. 5 face is 9 set, or the em of this ce is 9 points in width. Then con- ler the Monotype 8-point No. 64 ce. The em of this face is 7 ints in width, or just 2 points less an the No. 5 face in paper-cover- g area. This variation is just 25 r cent. Or a book containing 320 ges set in the No. 5 face would ntain only 240 pages if set in the . 64 face. The No. 5 face would ntain 20 16-page forms, and the . 64 face would contain 15 16- ge forms. Considering the cost paper, make-up, imposition and ckup, make-ready, running, and ndery work for this extra five rms, it is quite obvious that the timator must consider the width his em when copyfitting.

In the Monotype specimen book e set of each type face is given. heir system requires this. On the notype and Intertype we do not ow the set of the face. While the mparative width of the alphabet given in some slug specimen oks, yet we do not know the act set of the face. However, it a simple matter to try out a slug ce, starting with a medium set. r a 10-point face, try it 10 set. If e galley proof indicates more es than have been copyfitted, try ½ set, and so on until the num- r of lines on the proof balances ith the copyfitting. Then make record of the set of this face and e it on the next job.

verage Space Is Basis or Method Used in School

THIS whole system is based on the average space. If an oper- or is careless and wide spaces his ork, naturally the job will pro- uce more lines of type; if an erator is inclined to close spac- g, the job will give less lines. arrow measures influence wider acing. All these conditions must e considered in accurate copyfit- ng, and can be figured according-

In measuring copy, take plenty time and get your average line. the pages of copy vary, compute ch page. If the paragraph ends ith only a few words to the line, not include this line in your unt, or make about three of such es equal one. Any short line at is not run over always equals e line of type.

Finally, this system of copyfitting ill be a disappointment to the an who "can tell by looking at " for it is not a method of getting sults without effort. It is a sys- m that makes easier and much re accurate the planning that is w being done by the word-count d "guesstimate." — *The Printing structor.*

ONE can learn to be a good loser without losing.

CHICKENS & TRUCK FARMS BOOSTERS

From Schoolmaster to Prize-Winner in Texas Competitions, and Town Leader

By CARL WALLACE

IN nearly every geographical subdivision of North America, there can be pointed out community newspapers which get contest awards with regularity, time after time, year after year. Among such newspapers is the Troup (Tex.) *Banner.* More than once it has won the silver trophy as "the best all-around weekly newspaper in Texas." The contest has been fostered by The Dallas *News.* The Troup paper has won the first prize offered by the Texas Rural Writers' Conference to "Texas' weekly newspaper of greatest community service."

HENRY EDWARDS, is editor and publisher of the Troup *Banner.* For the sum of $650, which, as a school teacher, he had saved from his salary, Mr. Edwards bought a half interest in the *Banner,* then a hand-set, four-page weekly, which was depending principally upon the scissors and paste pot. That was about twenty years ago.

Mr. Edwards had no actual experience in newspaper making. But he had, even then, definite ideas about the characteristics of a good community newspaper. People who were living in Troup at the time, will tell you that he lost no time in getting down to his job,

HENRY EDWARDS
Troup (Tex.) Banner

and in a manner that implied more than the turning out of carpet pads.

In the section served by the *Banner,* truck farming is the leading industry, with poultry raising ranking close. The *Banner* editor took the hint: More truck farm news was carried. Mr. Edwards' business partner, who kept the books and looked after related office duties, was a chicken fancier. Naturally, he became editor of the *Banner's* poultry department.

Additional machinery was added from time to time. When Mr. Edwards acquired full ownership of the plant about seven years ago, he bought a Linotype and a larger cylinder press. Then the pages were made into six columns each, and from eight to sixteen pages issued for each Thursday.

After the installation of the Linotype, the larger press and more office equipment, particular attention was directed to extending the news and advertising service which now covers Smith, the home county, with news briefs from towns and communities in adjoining counties. Nearly twenty communities within a radius of twelve miles of Troup regularly furnish news correspondence for the *Banner.* Paid news correspondents are maintained at the larger towns nearby.

The latest large improvement at Mr. Edwards' plant is the addition of a brick building.

MR. and Mrs. Edwards have seven children—five daughters and two sons. A son and a daughter are married. The older son is associated with his father in the newspaper business; and the other son is studying journalism at the University of Texas, and is paying his way by operating a Linotype on the university daily. One of the daughters is a regular contributor of verses to popular magazines and to greeting card publishers. Another daughter is editor-in-chief of a college student publication.

Editor Edwards is past president of the Texas Press Association and is one of the authors of a history of the Texas press. For many years he has been superintendent of the Sunday school at the Troup Christian church, and is a director of the First National Bank at Troup.

TELLS THEM TO GET their PUBLICITY JUST WHERE THEY GET their JOB WORK

Kansas Editor's Mitten-Giving to Women's Club Federation Also Shows up Some Facts as to What Job Departments Mean to Many Newspapers

From William Allen White's Emporia (Kans.) Gazette

WHO Will Be the Next? This is an *S. O. S.* for Kansas editors. Most of us run job offices. And into the job offices we feed a lot of money we make in the newspaper business, and by enlarging our plants we make more profits by which we make better newspapers. The small town Kansas papers are the best papers in Kansas, better than their large town neighbors, largely because the editors run to job offices.

Now then it happens that scores of town institutions are carried free by newspapers; such institutions as the colleges, the chamber of commerce, the retailers associations, the luncheon clubs, the women's clubs do no advertising. But they show a decent appreciation of the newspapers by giving the newspapers all their job printing. It is all they can give, and little enough in comparison with the free advertising which the newspaper gives them.

NOW there is going about in Kansas a gentle lady from the Woman's Federation of Clubs asking the women's clubs of Kansas to have their year-books printed at the job office that prints the Federation's magazine. That means that the editors in Kansas towns who spend their good space and their reporters' good time boosting the local woman's clubs will be sent out of the room when the pie is passed around.

The *Gazette* will be glad to be one newspaper which will make the public notice: *If the year-book for any woman's club in this town is printed outside of Emporia, the notices of meetings of that club will be charged for at the regular rate; no mention whatever will be made of that club while it is using that year book, and if that club has any civic enterprise in which it is interested it can take its troubles elsewhere and get the papers elsewhere to boost the enterprise and give it publicity; for the Gazette will not.*

WILL any other Kansas paper join in this decent movement to stop the robbing of the small town papers of their legitimate business? Legitimate business is legitimate for this one reason: That it enables local editors to give space in their papers free to local causes and makes it possible for local papers to support the proposals of the organized women of their towns. The women who would rob local editors of their legitimate business are really hurting women's clubs.

"JUST GOOD PRINTING" IS HIS WINNING SLOGAN

Texan Who Sells Jobs All Over Country Finds Specializing Better Than Volume

By Norton James

THE originator of one of the best known slogans among job plants in this Country—*"Just Good Printing"*— is W. Fred Melton, Sr., proprietor and manager of the Melton Printing Co., Dallas, Tex. From this plant in the far South, not so large as many others, printing is done and delivered to many parts of the United States. A number of large, national advertisers in Dallas, have their campaigns prepared and printed in Melton's.

Thus the mark of this establishment has been seen almost everywhere by printers and publishers.

MR. MELTON says that he thoroughly believes in a modest-sized printing business, with a select list of customers—just enough so that each can have personal attention, especially in the preparation of new ideas. Meanwhile, he adds, he has profited by becoming a close student of all direct-mail advertising matter which he can get ahold of. He doesn't try to get all the business within reach; t.i., volume by itself means little to him. He now gives very little time to production, but a lot of time to preparation of ideas and copy.

Raised in Neosho, Mo., Mr. Melton got interested in printing through a boy friend at work in the Neosho *Times* shop, and held a number of jobs in various small plants, some of which passed out, as often happened in those years. He finally landed in the *Times* shop, then owned by R. G. Weissell who became widely known in Iowa country newspaper circles.

LATER at Cassville, Mo., as foreman of the *Democrat,* Mr. Melton says, he found copies of National Printer-Journalist and *Inland Printer,* the first printing trade papers he had ever seen. He began sending in specimens and got deeply interested in job work. This eventually led him to Dallas—with St. Louis, Chicago, Cincinnati, Detroit, Cleveland, Memphis, Little Rock and other cities and offices on the way.

MR. MELTON cherishes a number of awards in competitions among the craft, one being a silver-mounted composing stick from the H. B. Rouse Company. He has this framed, near his desk.

"I'll never forget my first day as proprietor," said Mr. Melton. "Our receipts were $12, the biggest $12 I have ever seen. I had borrowed five cents from my wife that morning for car fare. As I was printer, pressman and delivery boy, a lot of that $12 staid in the family."

PROTECTION FOR PRESS

IN THIS country our press as a whole is independent and honest, free from the charge of venality and for that reason exercises an influence and power that constitutes it one of the main bulwarks of our liberty. We must be ever watchful that this reputation be preserved—deserved—and allow no sinister or ulterior influences to exercise any control of our reading columns. — Adolph S. Ochs, *New York Times.*

CONSTANT READER says a flapper reminds him of a bungalow: No upper story, shingled on the roof, and painted in front.

W. FRED MELTON, Sr.
Melton Printing Co., Dallas, Tex.

NICKLES : : DIMES : : DOLLARS FOUND IN THINKING CAP

Oregon Printer:Publisher's "Magic" Means Using Opportunity & Push

By HAL E. HOSS

Manager, Oregon City (Ore.) Enterprise

MANY of us buy and sell rubber stamps, engraving and embossing, greeting cards, and miscellaneous office supplies, lithography, second sheets, sales books, and so forth. One should buy them so that when sold at the scale or retail one will have actually made some money on the transaction. While it will not be the present purpose to give actual figures and percentages, I would like it distinctly understood that there are sources where supplies can be had on the various lines discussed, where attractive prices are made, and which permit the print shop to meet the competition of the stationer on lines which he has always more or less specialized in.

Fibre second sheets are something that any printer can sell at a nice margin for himself if he buys them rightly. It might take a little nerve for the average printer to place an order for a quarter or a half million 8½x11 second sheets, but when you consider that by so doing you have made your buy at just 50 per cent of the usual price, you begin to realize that money is to be made.

In order to get right prices you must get on the lists of the manufacturers or the jobbers, and you must develop your sales organization to promote those lines in your community.

Buy Good, Original Lines as Cheaply as the Ordinary

SALES books are easy to sell, because of standardized prices, but we have found the margin too low to handle the orders profitably. Failure to collect one account can knock the profit out of a dozen.

Copper plate engraving and embossing can be bought cheaper at a distance than the association rates which prevail in the Northwest, but the inconvenience in dealing at long distance, the time required, and the risk of poor work, make it, to our notion, more advantageous to pay the top price and be content with the regulation discounts. The same might be said of photo engraving, except that the trade discount is much too low. It would be a piece of good business if printers in organizations were to take steps to equalize the trade discount on engravings with other discounts in the business.

Lithographed forms are always usable around a print shop, and adapt themselves to resale in a great many different ways. They can be bought and resold at nice margins and the trade should use more of them. A connection with a lithograph house in the east has been a very fine one for our firm.

Calendars can be made up with photographic illustrations and planned to fit individual requirements and meet the stock form prices. Greeting and Christmas cards usually carry the same discount, but *right buying means quality and originality for the same price as one must pay for inferior cards.* Trade customs enter into right buying of cards, too, and quantities, and additional discounts must be figured to the best advantage.

Every county-seat printer should carry a supply of late form legal blanks. He can print them during odd times and make money on every sale. Some of the heavy forms that do not sell quickly should be purchased in small quantities from larger firms. Lawyers are constantly being solicited by salesmen of specialties in blanks, and your price must be low to get that business.

Good Location of the Plant Factor in Allied Sales Success.

SOME allied lines that are profitable for a printer to carry are so only when he enjoys a good retail location with suitable show windows to display his goods. If he has no such location he must use plenty of advertising, either direct-by-mail or newspaper, and even then he would be hard put to compete with the stationer or druggist who had the right location.

The term "profitable allied lines" may also be applied to such kinds of work as keep a plant at maximum capacity and still not be based on actual spot orders placed with the shop. School report cards, for instance, are something that can be made up and kept in stock for seasonal sales at a nice margin.

Get an O. K. on a form from your county superintendent, and then advertise to all the clerks in your county.

To keep a plant busy one is also justified in extending the scope of its activities to publication work, house organs, church and fraternal publications, high school papers, and so forth. These must all be taken at what we term low prices, but when properly handled there is no reason why they should not be profitable for themselves alone, in addition to the advantage it gives you in working your equipment.

Just to give you an idea of some of the outside lines handled by the firm with which I am connected, I will give you a list of accounts taken as they come in our record books covering a brief period: Legal blanks, rubber stamps, copper halftones and zinc etchings, gold stamping, leather goods, Christmas cards, electrotypes, manila second sheets, sectional post binder, mss. covers, rubber bands, stock form ledger sheets, carbon paper, paper fasteners and staples, corporation seals, box rubber type, mailing tubes, ring binders, numbering machine, case of ink, sam-

CREATIVE PRINTING & EXTRA PROFITS; MAKING INCREASES WITH ALLIED LINES

ple trunk, pencils, leather brief case, copper plate engraving, case adding machine paper, for rent signs, menu sheets, city directory, 5 tons waste paper, poll books for election, brass stencil, dentist's appointment book, bank pens, painting sign for county fair, duplicate bank deposit books, loose-leaf binders, ink eradicator, linen twine, sealing wax, stenographer's note books, Eversharp leads, index guides.

I might go on for an indefinite time reciting the various things that can be sold profitably—*if bought rightly.* Each one represents a potential new account for your regular printing business, and each one of them represents a profit to the firm, as well as a *service!*

Other Suggestions for Extra Business and Good Profits

LET me tell you of a line that every printer should organize to handle: Poster distribution and house-to-house circularizing. Organize to give good service, guarantee it, be thorough, prompt, and efficient, and the business will come to you, and the customer is willing to pay well for the work. In connection with the distribution work will come printing. Our poster distribution and direct mail and addressing service add several hundred dollars a year to the revenue, and the margins make it decidedly profitable, in addition to the printing business they create.

In the list of items read, were to be noticed "poll books" and "city directories". Our firm makes up a combination poll and tally book to use at small elections, and sells them the year around all over the state for city and school elections. We also print a city directory, our town not being large enough for Polk to operate in. The directory can be made to pay. We also printed a short time ago a telephone directory for all the small mutual companies in the county. We put all the listings together in one book, including the county seat list; sold advertising, and made for ourselves not only a printing job amounting to several hundred dollars but a nice margin in addition, and gave telephone subscribers a service they could get in no other way.

IN discussing creative printing, first let us give some thought to the modern tendencies in printing. Chain store businesses. manufacturers' co-operation with their dealers, specialty houses, and other developments of the day have tended to take away from the average print shop a lot of the work formerly considered the backbone of the business. Letterheads and envelopes are furnished in stock form to garages and other dealers, and while they often promote the manufacturer more than the retailer, the price makes it interesting for the latter to use them. Chain stores have their stationery and forms furnished from a central office, and we are denied that business. Specialty men are constantly calling on your trade with forms for shipping and repair tags, sales books, bill heads, cards, office forms and ledger sheets, envelopes, legal blanks, and hundreds of other specialties and novelties.

Good Buying, Organization, Real Selling : :
WIN MANY EXTRA DOLLARS
—Hal E. Hoss

Why sit back and cuss these people? What we consider as impossible prices, are really profitable to the specialist, and our job is to consider that they are legitimate competition, and *organize to meet them.* Take the fellow who advertises letter-heads and envelopes to sell by mail. We say "he can't do it," but the buyer doesn't care. He knows he gets something at a price you can't meet, and he continues to buy.

Figure it this way: the average specialty price is $1.00 for 200 sheets 6x7 and 100 envelopes, printed with same form, three lines of gothic. A ream of double folio bond will cut out 15 to the sheet of letterheads, or 7,500 to the ream. This will sell, with the envelopes for $37.50. Stock in carloads will cost 10 cents a pound, or $3.20 for a ream. Composition could be covered for the whole form by $5.00, and $2.50 would pay for 500 impressions. This totals $10.70. Add to that, 3,750 envelopes at $1.50 per thousand and press work at $1.00 a thousand and you have $9.40 to add to your $10.70 for the note heads. This makes $20.10, and the difference of $17.40 is margin for a profit, and cutting, wrapping, postage, and general overhead. Quantity buying, specialized production and absence of credit risks make this business profitable.

Because prices are lower than you and I can sell them for, is no sign that the concerns are losing money; they are organized for it, and we must recognize them and organize to keep our plants going with other kinds of business.

Creative printing can be made to fill a lot of gaps around a printing office. Designing a special form or folder to fit a special need, and then selling the idea to the prospective customer is the simplest method to get the thing across. First you must have original ideas to express on paper what is best for the customer. Then you must have mechanical equipment and talent to express these ideas in type and picture,—and use your sales ability.

The individual printer must study the problems of his community and keep himself in touch with modern methods. Constant study of the trade press will keep one supplied with salable ideas, and reference to those two very valuable books, "Keeping the Wheels Going," issued by the Porte Publishing company, and "Selling Creative Printing," Chimes Press, Los Angeles, will give plenty of material on which to work.

Some of the things to which creative intelligence can be applied might be listed as announcements, catalogs, booklets, programs, folders and menus, business and society stationery; cards and blotters, broadsides and mailing cards, advertising campaigns and novelty advertising and printing.

Not a Proposition of Groans About "Cheap Competition"

DESIGN a piece of printed matter to suit some individual's business; illustrate it with stock cuts from your files; set the thing into type and individualize it by making it strictly applicable to the prospect's line.

You may say, if I go to that trouble and expense, and then the prospect doesn't buy, it represents a dead loss. The answer is this: *If the prospect doesn't buy, the fault is because the work is not good, the idea not suitable, or the plan inopportune.* The fault is with you

in creating something that is not good.

If it is good, and you know it to be, and the prospect still does not buy, then you have other prospects in the same line to whom you can go in turn, and a user can be found—provided your ideas are really good.

The number of sales in proportion to the number of turndowns will make up for what expense is involved in getting your material up.

In addition, even if the prospect doesn't buy at the time, he is bound to feel that as a creative printer you are the one with whom he will do business when he is ready for something, and you have his future patronage by demonstrating that you are interested specifically in his business.

Creative printing eliminates price competition.

HOW SPACE BUYERS LOOK AT CHECKING COPIES

Advertising Man's Article in Printer's Ink Monthly Gives Viewpoint of "The Other Side"

HERE is a short article touching on a subject that is getting concrete attention from live-wires in the newspaper:printing field—*make-up of the advertisements* in any issue and correlated subjects, such as preparation of copy and production of advertisements in the composing room. It also has to do with mat and plate copy as furnished by advertisers. Furthermore, it has much to do with the campaigns calculated to induce more national advertisers to use newspapers, including community newspapers. The article is published by courtesy of *Printer's Ink Monthly,* and from the pen of G. P. Haynes, an advertising man. Readers of *"NPJ"* can here get a slant on the viewpoint of the advertiser and the agency as to newspaper advertising.

Advertisers strive to make their copy stand out. What they want is to be sure of getting ample attention; in many cases, more attention than the other fellow. This accounts for some of the things which newspaper publishers call "eccentricities" of advertisers and agencies. However, isn't it well to get their viewpoint? Anyway, that is the first step toward solving the problems involved, *"NPJ"* believes. The article follows:

Problem Believed to Be Most Important as to Newspapers

IN building any advertisement one of the first essentials is to plan the advertisement so that it will stand out in relation to competing advertisements. This is particularly important in newspaper advertising, and is becoming increasingly important with the growth in the volume of such advertising.

Each advertiser has his own system of making advertisements that stand out, but few systems are quite so simple or quite so effective as the one described by a member of the staff of a well-known advertising agency. He says:

"Our checking clerk started this system. He complained that his assistants had trouble finding the advertisements of one of our clients in the papers; so much trouble that it took him too long to do their work, and couldn't we please shorten his working hours by making the advertisements easier to see and check. Our client sold paint, and used two-column space in medium-size papers throughout the country. Some of these papers had poor make-up, and there was none of the graying restrictions practiced in some metropolitan papers, hence some of the pages were a jazz of blacks which successfully camouflaged our small advertisements.

"This complaint started a bit of

II—"BLACK & WHITE SCRAP"

I—DETERMINING ATTENTION

Agency Man Uses This Method to Find Out Prominence of a Newspaper Advertisement on a Page

thinking. If a visualizer is to be an all-round success, *he must not only satisfy the account handler, the copy writer, the artist and client, but he must also make it easy for the reader and the checking clerk.* This latter gentleman is a good one to 'try it out on.' If the boys in the checking department hustling through hundreds of jazzy pages can readily pick out your advertisement it may be said to possess that invaluable quality, high visibility. It is likewise a good bet that readers also will find their 'eye' caught by this advertisement many, many times when they are scanning the pages of the paper.

Agency Checker Tells How He Looks Over The Copies

"TODAY advertisements must be made so easy to see that people bent primarily upon another objective will see them. With this in mind we arrived at the plan which we put into practice, as follows: You realize that most papers have what is called a 'banner day,' that is, one of the week days in which they carry the maximum amount of advertisements. With some it is early in the week; some Wednesday, but generally Friday. So I asked for a copy of each paper on our paint client's list, specifying the 'banner day' issue. I went all through these papers, studying the type of eye-competition our adverments must contend with in these papers. I tore out the most competitive pages from all of them. These I reduced to the four or five

III—DOES ANYONE STAND OUT?

worst examples. By worst I mean poor in make-up, poor in typography, bad in layout, and most violently jazzed up with black spots; in other words, a page which would do most violence to the reader's eyes, and therefore be the most effective burial-ground for an innocent advertisement.

"Then I was ready to begin work on the task of making our advertisement easy to see. I knew I had before me the worst conditions under which our advertisement must appear. So to overcome that condition at its worst the following plan is used:

Goes to a Lot of Detail to Determine Attention Value

"I CUT a sheet of paper the exact size our paint advertisement was to be. (I used news stock so there would be no advantage of extra whiteness in the paper on which our advertisement was to appear.) This piece of paper was my operating field.

"I then laid this piece of paper down upon the news page, moving it about here and there to place it in the worst possible competitive position the page afforded, both by make-up and violent blacks. I tried out every 'grave' into which a hurried make-up man could possibly shunt our little advertisement. Selecting that which seemed most hopeless, I was then ready to begin. Within the area of my blank white field, I started work, roughing in the illustration as a mass; indicating the type-field as a gray mass; indicating the headings or display lines, and the retail-store signature, address and telephone."

LAZY men are bad; those who try to do it all are the limit!

BLIZZARD ROARS HELLO TO BRAN-NEW EDITOR

Pennsylvania Community Newspaper Man Initiated Left and Right and Crossways

By CHARLES W. BAUM

PERHAPS other newspaper publishers who have been asked by you to relate their earliest experiences, started their careers amidst a raging blizzard. Anyways, I did just that.

Broken in health at 42, I bought the newspaper of Charles M. Meredith, a Pennsylvania community publisher whose name is known over the Country. Brother Meredith had gotten himself elected sheriff. That was in 1914. In addition to what seems to me now to have been a lot of nerve, I had $2,000. I think the price of the plant was $8,000.

AND, so, on March 1, 1914 I came to take possession. It was necessary to walk through a raging blizzard on the outside and a marked coolness from the five employes on the inside. They knew I had no experience. The total payroll was $34 per week. If there was any news that first week, it couldn't be gotten. Wires were down, trains blocked and R. F. D. carriers stalled.

To be truthful, I sat in the proprietor's chair trying to be the boss, and felt inside like a 2-cent piece—as popular and as valuable. Just as I was debating over whether or not I had been a fool to venture, the foreman walked up and asked for copy.

CHARLES W. BAUM
Editor, Perkasie (Pa.) News

He saw my predicament, all too plainly for comfort.

"We can fill with plate this week, but next week we *must* have news," he announced. I said to myself, I won't last six months.

Stories about the situation got around town. The first issue was *eagerly* read. Several months later, things began to turn, and I began to feel more at ease. The road to success loomed ahead. Then the dailies began to predict a financial panic. It came.

Some inspiration made me feel that now was my chance. We ran a line in our paper offering to supply anyone in real need with food and fuel—no names mentioned. It made life long friends.

During the world war we had some trying times, also. I was forced to buy a typesetting machine, taking the plunge (so it looked) after many sleepless nights.

In 1920 there came notice to buy or vacate. We decided to build. The *News* is doing well, thank you.

Fellowship

By JAMES WHITCOMB RILEY

WHEN a man ain't got a cent,
and he's feelin' kind of blue,
An' the clouds hang dark and
heavy, and won't let the
sunshine through,
It's a great thing, O brother, for a
fellow just to lay
His hand upon your shoulder in a
friendly sort of way.

IT MAKES a man feel queerish,
it makes the teardrops start,
An' you sort o' feel a flutter in the
region of your heart;
You can't look up and meet his
eyes; you don't know what
to say,
When his hand is on your shoulder
in a friendly sort of way.

O, THE world's a curious com-
pound, with its honey and
its gall,
With its cares and bitter crosses;
but a good world after all;
An' God must have made it—least-
ways that is what I say,
When a hand is on my shoulder
in a friendly sort of way.

AND, so, THEY LEFT HAMMERS at HOME and GOT THINGS DONE

Pioneer of Field Managers Reveals Real Secret of Association Success

By OLE BUCK
Field Manager
Nebraska Press Association

THE Nebraska Press Association was one of the first newspaper organizations in the country to begin real, systematic organization work. We have been in existence and held regular annual meetings for more than fifty years.

For most of the years we drifted along in the good old way. We held a meeting once or twice a year, told each other big lies about what a whale of a lot of business we were doing and what big prices we were getting. Some of the unregenerate even played some poker. Then we went home to forget all about it, until the next meeting!

Those were the days when the country editor thought he was making money if he got enough to get his ready prints out of the express office, keep himself in plug tobacco, buy a new calico dress for his wife and a pair of overalls for himself, occasionally, and eat.

Swift Return of How We Used to See Each Other

EVERY other printer in reach of us was a loathsome competitor. We were prepared at any time to prove that as a printer he might make an excellent blacksmith, and that as a business man he was a congenital robber. In proof of this, we were always ready to prove our own honesty and business ability by promptly offering to do it for a dollar less.

Gradually, a different spirit began to creep in among us. Some of us got tired of being the town joke as a business man. We got tired of devoting so much of our time to public service that it was all our wives and children could do to get out the paper and produce enough *cash* income to keep us going.

We had to learn to figure. We had to learn something about costs of production. And one of the earliest things we learned was that *we must have team work.*

None of these things were easy to do. We had age-old traditions to overcome. But the leaven was working, always it was working.

True, our chief ambition then was to get together and manufacture our own ready prints. Later, we began to talk about how we might work together in handling our general advertising. And we talked about how we might join together in the purchase of supplies of various kinds. Thus we had the *birth* of team work. Our *ideas* were crude. Most of them failed. Of course!

Sold a Few on the Idea, Then, More and More and More

IT WAS about seven years ago that a devoted little band of Nebraska publishers decided that if they were ever going to have real team work the time had come. Some changes were made in our form of organization, provision was made for a full time field man. I was selected as the official goat, and we were off. Less than fifty men had enough confidence in the association to pay dues.

The first and biggest thing we had to do was to convince Nebraska publishers of the *possibilities* of our organization. At that time we had about 500 papers in the state.

Some thought the field man should devote all his time to selling advertising for them. Others thought we should buy paper in car lots, and do a lot of such other things. Fortunately, many had the vision that one of the greatest services we might perform would be in *creating a better spirit,* a more fraternal spirit among the publishers. We quickly discovered that our one or two annual state meetings were not enough.

The state was divided into districts and plans were made to hold one or more meetings in each district every year. Districts were arranged according to the convenience of railroad facilities and automobile roads. I have gone clear across the state to hold a district meeting and only found four or five people present. If there were two papers in the town where the meeting was held, one publisher would come and the other would not.

Competitors Then and Now; When Results Began to Show

IT IS now a common thing for competitors in the same or adjoining towns to come together to meetings in the same car. It is not unusual for a man to drive several miles out of his way in order to pick up neighbors and bring them along.

In some of our more populous counties publishers have voluntarily gotten together and forced county organizations.

It is impossible to estimate how much Nebraska publishers and printers have profited by the change. And it is not so indirect, after all.

I don't want to create the impression that Nebraska publishers are all a band of loving brothers, and that every one is working for the common good. But I do want to tell you that I believe no state in the union has a larger percentage of publishers who are working together.

Review of Accomplishments After Right Spirit Came

THE Nebraska Association was one of the first newspaper organizations in the country to take systematic and official action against the space grafters. I was threatened with suits for libel because I designated certain people as space grafters. Big business concerns, politicians, county fairs,

FIRST THING TO GET: TEAM SPIRIT! THEN THE REST FOLLOWS, SURELY

chautauqua organizations — almost everybody, it seemed—were after my scalp. I wanted to *commercialize everything!* I was opposing uplift movements.

But all these people overlooked one thing: That I was carrying out the orders of my *organization.* Some publishers quit printing cards of thanks without charge, a few even charged for long-winded obituaries. They required the ladies' aid and other local organizations to come across. It was a common thing, when such matters came up, for a publisher to lay the blame on me. There is no telling how many invitations to good dinners I have lost because of this.

But we have practically killed off free space in Nebraska.

Until a few years ago we had the age-old problem with the politicians. A politician would go into a saloon, spend ten dollars for drinks, and plank down the cash. He paid cash for livery hire, for hall rent, and for lots of other things. But when it came to the editor, he expected all the space he wanted *free,* as a matter of *Patriotism!*

One of the first jobs I had when I assumed my present job was to collect a matter of some thirteen hundred dollars from a defeated candidate for governor. He calmly ignored all requests for payment. When I appeared upon the scene it was different. He realized that he was up against an *organization.*

The next job of this sort was the collecting of a matter of twelve thousand dollars from a defeated aspirant for a presidential nomination. At the close of the campaign they lacked twelve thousand dollars of having enough to pay out, so they calmly disregarded it.

I would have gotten all of this, I am sure, but when the committee found out what it was up against it rushed a man out in the field offering to settle with the papers for fifty cents on the dollar. Most of them thought a partial settlement was better than none.

How Far Associations Can Go In Getting Advertising

WE decided to take care of political publicity ourselves. During the past four campaigns we have done so. And during the last four campaigns every dollar of political advertising in Nebraska has been paid for in full, and free publicity has been mighty thin in the bill.

Ole Buck Believes in the Old Adage:

DIVIDED
We Get Nowhere

UNITED
We're Go-Getters

Along about the right time of the moon in a campaign, I open an office in Lincoln for the sole purpose of handling political advertising. There is no compulsion about this service. Circumstances are such that they almost always prefer to deal with us.

We have one general rule, and that is *cash with order.* If a candidate goes direct to the papers they insist that he must put up cash with order or get no space.

Another form of team work that we tried out was the handling of commercial advertising in a wholesale way. After trying this for a year we discontinued it because we decided that the time is not yet ripe for it. *I doubt if it ever will be practical for a press association to successfully engage in the commercial advertising business.* Advertising is a business of itself, it needs a trained personal, and a high quality of service. Anyhow, *one state is not a large enough unit for the proper handling of general advertising.*

We do have it in mind, however, to work out some sort of a clearing house plan whereby agencies and general advertisers may deal with Nebraska publishers as easily as Nebraska politicians can deal with us.

Another field in which we have had excellent results in team work has been in legislation. I can take the roll calls of the Nebraska legislature and point out every district where our work has been done. In the last legislature we had a friendlier feeling towards the papers than ever before. I was on the defensive less than ever before. Team work is helping to solve this problem for us.

And so I might go on citing evidences of team work. Recently we have taken up a general campaign of promoting our state.

CLASSIFIED RATES STAY AT the TAIL END, STILL

Publisher of Missouri Weekly Deplores Low Prices Charged for "Wants" in Small Towns

By C. L. HOBART

DISCUSSING the classified advertising condition with particular attention for the newspapers of smaller cities and towns, in which this subject is not getting the consideration it should the while that metropolitan papers are doing wonders in that line, I asked members of the Missouri Press Association (some years ago) how many had want-ad columns or departments 20 or 25 years ago. Only a very few hands went up. When I asked how many have such departments today, every hand went up.

I expressed the belief that this progress was not the work of the newspaper men but, in a sense, it had been *forced* on them.

Publishers Continue to Fail In Charging for Services

OFTEN I wonder if you, Mr. Meyer, or I will see the day when the community (country) newspaper man, as a class, will demand proper return for service. With the possible exception of some public utilities, can anyone name a single kind of business or profession that has been compelled in the

WHEN Government enters the field of Business with its great resources, it has a tendency to extravagance and inefficiency, but having the power to crush all competitors, it likewise closes the door of opportunity, which results in monopoly.

—Calvin Coolidge.

ast 35 or 40 years to increase quipment 900 per cent and operating costs 300 per cent? We have ad to do it. Yet, there has been n increase in advertising rates of arely 100% and only about 50% n subscriptions. And, if it had not een for "cost cranks", standard ost systems, etc., less could be aid as to job work.

Now, as to the value of *advertisements,* specifically. It should e measured by the service which renders the advertiser. For an xtreme illustration:

omparison Made of Values or Want Ads in Various Papers

NOT one of us would spend 25 cents for an advertisement offering old type metal for sale, if hat amount would buy the advertisement in the *Saturday Evening ost,* one of the greatest mediums n earth. On the other hand, three eeks ago *The Progress* printed his three-liner: "Wanted—Woman or general housework; no washng or ironing. Mrs. J. J. Wharon." On Monday she telephoned, nploring us to take out the advertisement, as she had had "1400 relies." That, of course, was a gross xaggeration, but nevertheless gratiing to the publisher. She told me he had received replies from the llages on the boundry of our local rculation, where we send only ree and four papers. All this from three-liner, with no distinguishg marks, buried in a column.

Advertising agencies often put ay hairs in our heads with their osition requirements, all of which e "next to pure reading matter." t the "want ads" in the metrolitan papers are segregated in a ction by themselves. Up to a w years ago, there was no readg matter in the want ad section. oday, comic strips are scattered rough the section, while some pers have reading matter in the st one or two pages of the secon.

One Friday, in the Farmers' Coerative Exchange of my town, a in came in with copy of the *Progss* just off the press. The bunch ound the stove (not all subribers, by the way) reached for paper, saying they wanted to the "want column."

Experiences like these force me the conclusion that want adverements are not only valuable, t are worth *more,* and should mmand a higher rate than is now arged for "general run readers." has been my belief for some time t "readers" should be charged a line; in other words, prohibd. To a certain extent they are imposition on the subscriber o, when you get down to brass

C. L. HOBART
Editor and Owner
Holden (Mo.) Progress

tacks, cannot be compelled to read them. "Readers" have a vitiating influence on *space advertising,* which latter is the only form of publicity newspapers should sell, *except want advertisements,* and the latter exist to accommodate advertisers who have but one small matter to dispose of.

From my limited investigation of the field, I should say that country papers should *double* their present want advertisement rates.

Low Rates Charged Are Heritages of "Dark Past"

THE low rate charged for want advertisements is a heritage of the past. The country newspaper business "started on the wrong foot" by charging too little for the valuable service we render the community. For years and years, we charged 10 cents an inch (and less, on the slightest provocation); we also charged $1 a year for subscriptions. Why? Dunno! "Just 'cause" we began that way, and could not get out of the rut until *changing conditions forced us* out. Want advertisements were started at 10 cents each, regardless of size. It finally dawned on these publishers that that rate was too inequitable, when some brilliant genius evolved the cent-a-word rate, which is now in effect in many country papers, some of which have 3,000 circulation.

Country papers will never get on a substantial basis until they charge what their product is worth, whether space advertisements, subscriptions, sale bills, want advertisements, church notices, 'n' ever'thing!

PAVED A STREET TO GET PEOPLE TO HIS PLANT

Ohio Publisher:Printer Paid for the Job When Town Authorities Acted Slowly

By R. J. JEFFREYS

WE often fail to see that which is nearest to us, and search the world for the very thing which lies in our own household. Thus, after wandering through strange countries of the world and searching the four corners of the Globe for feature story material for my syndicate, I returned home to find one of the most interesting stories of "Country Newspaper Success", in my own "back yard." The hero in this little story is no other than my former business partner—my brother, Howard Jeffreys.

He bought the Columbiana *Ledger* when it was "down and out", and he himself had never been on the inside of a printing plant before. It had been suffering with the common malady of "the dormant editor". Within six months, he had out-grown the old building and was laying plans for a new plant. This was during the peak of high prices in 1920, and every business man threw up his hands in holy horror. But in less than a year he was comfortably settled in one of the most modern, three-story brick newspaper buildings in Ohio, and surrounded with the latest machinery.

"TO make a success in the country newspaper field", says Mr. Jeffreys, "one must follow a few psychological principles of human nature. First of all, a country paper must carry the local news to the exclusion of everything else. One inch of news in regard to a neighbor's new litter of pigs is worth more to the country publisher, than two pages of boiler plated

PRINTING HISTORY IN OLD MEXICO

President Elias Calles of the Republic of Mexico, with Dean Walter Williams of the School of Journalism, University of Missouri (left); Dr. Jose Manuel Puig Casauranc, Secretary of Public Education of the Republic (right)

THIS photograph was made following an address by Dr. Williams at a memorial service in the City of Mexico for Juan Pablos and Esteban Martin, believed to be the first master printers active in the Western Hemisphere, beginning in 1534. A modern printing plant is now located on the site of the first establishment. Louis G. Rubin, aged 85, veteran Mexican journalist, attended.

national matter. Practically every family nowadays takes a daily paper, and the thing that they want in their *home* paper is the *home* news. Personal items are like diamonds—get plenty of them.

"The publisher should, next, be the example of enthusiasm and loyalty to the home town. His paper either makes or breaks the town. No town is any better or worse than its newspaper.

"There is no such thing as daily routine and an eight hour day for the publisher of a country weekly. Enthusiasm and determination are what counts.

"Another important thing in the newspaper field, as well as in any other business, is the using of printers ink freely. The newspapers preach advertising, and they should try practicing what they preach.

"These principles brought us business. The Columbiana *Ledger* is known in every home for a radius of more than 25 miles."

ONE year previously, Mr. Jeffreys did not know one part of a type case from another and wouldn't have recognized the hidden joke in "a three cornered chase" or "a paper stretcher". Now he can operate a linotype machine, set type from the cases, make up any kind of a job, feed a press and handle jobs in the printing plant—serving one minute as the printer's devil and the next as general manager of the plant.

When the new plant was opened, he took advantage of the opportunity for more real publicity. A whole week was set aside for a carnival, dances and open house, under the auspices of the American Legion. People for miles around, visited the new plant and were each given a beautiful souvenir booklet, with pictures and stories in regard to their new newspaper headquarters.

As soon as this publicity died down and the folks had nothing to talk about, he put on a circulation campaign. This placed him before the public eye again, and the *Ledger* was the talk of the country.

HOWARD JEFFREYS
Columbiana (O.) Ledger

He was one block off the Main street and on a dirt road. The town was planning to pave this street but slow in getting at it; so *he paved it himself,* as far as our plant. And, it was dedicated with a festival and street dance. This drew hundreds of people under the lights of the plant. Huge signs all over the building and free accommodations inside, brought in many visitors.

A year later he launched another contest and brought in many more subscribers. So on and on, he kept the name of the Columbiana *Ledger* constantly before the public. The paper has always boosted the town. When other towns were hard hit and out of work, Columbiana was prosperous and building. The business men draw trade from a radius of more than fifty miles.

HEARD ON THE "NPJ" BLEACHERS

A. N. FELL—"You don't get sheepskin in the school of experience. You just have your own removed."—P. N. P. A.

PAPER BOOK (Crocker-McElwain Co.)—"Within ten years the humor in advertising will be put there deliberately, not unwittingly, as much of it is today."

PRINTING JOBS don't start in wishes nor inside of printing offices. They start with contact between the printer and his prospective customers.

J. K. GROOM—"A wise man feels the temperature and depth of the water before he plunges in. He may be a good swimmer, but some of them take a cramp."

NO man needs sympathy because he has to work, because he has a burden to carry. The best prize is the chance to work hard at work worth doing.—*Roosevelt.*

WHAT do you do in the last hour? *Team Work.*

Cross purposes, enmity, dissatisfaction come from mixed conceptions. Careful thought-training teaches to keep the peace.—*Selected.*

EMPORIA (Kans.) TIMES: "There isn't much to see in a small town but what you hear makes up for it."

ABRAHAM LINCOLN: "I shall try to correct errors when shown to be errors, and I shall adopt new views as fast as they shall appear to be true views."

SITTING HENS have a pretty admirable quality of will power, when you come to think it over!

LOCALS GRANITE OF VERMONT SUCCESS

Steadfast Refusal to Join in With Sensationalism Is Biggest Feature

By R. F. WELLS

N the spring of 1897, a tramp printer blew into Barre, Vt., on what he calls "a gust of wind" look over the field with a view starting a newspaper. He had rned his trade at the University ess in Cambridge, Mass., had had ven years experience on a coun- weekly in Hyde Park, Mass., d had just "fallen down" with a ily newspaper in Gloversville, Y.

The printer was Frank E. Lang-, now publisher of the Barre *ily Times,* one of the largest and ost successful in Vermont. Barre, own from 5,000 to over 10,000 in pulation is known as "the gran- center of the world."

HE *Times* started March 16, 1897. The force consisted of . Langley and a young high hool boy who helped "whoop up al," assisted with the operation the press and distributed papers the streets. There were two eklies in the town.

For three days the man and the y published a five column folio th no additional help, Mr. Lang- setting all the type by hand. With a circulation of over 7,500 ily, the *Times*' staff now is com- te, and there are 80 town cor- pondents. The *Times* is printed an up-to-date plant which in- des four linotypes—two Model one Model 9 and one Model 14, l a 12 page Hoe Webb press and reotyping outfit. The full As- iated Press leased wire service used. The *Times* is the only ernoon daily in Vermont, with exception, to have this full vice. Mr. Langley was the sole ner until 1917, when the publi- ion was incorporated and some the employees were permitted hold stock.

he high school boy, Dean H. ry, who assisted in getting out first editions, has continued h the paper with the exception the four years needed to take a lege course, and is now the edi- Mr. Langley devotes a large t of his time to the business nagement.

telling of how he has built up the *times,* Mr. Langley says it intentionally local from the t and has been kept so. The policy has always been to make as small a paper as possible and carry a variety of news. Syndicate features have been used most sparingly and seldom.

In gaining circulation no canvassers are employed, nor any circulation contests. Mr. Langley has always insisted on cash in advance for subscriptions.

FRANK E. LANGLEY
Publisher, Barre (Vt.) Times

In make-up the *Times* is conservative. No streamers are used and no advertising is allowed on the front page. The sparing use of display heads gives room on the front page for a surprising amount of general and local news. The *Times* does not hesitate to use front page space for locals from Barre and the neighboring towns and always plays up there one or more stories of strictly local interest.

The paper, with its strong emphasis on nearby happenings, does not slight the foreign field or the more important news stories from the state and the nation. Since its publication office is only six miles from the state capital at Montpelier, it devotes considerable space to the doings at the capital.

The *Times* was one of the first papers in Vermont to do away with advertising on the front page. The publisher has attempted few striking or novel devices to attract readers. He believes the old adage that "good wine needs no bush." A newspaper is something like a store, he thinks. In retail merchandising it is the quality and price of the goods that counts in the long run, and for permanent success with a newspaper the quality of the news service is the determining factor.

Mr. Langley, when questioned if he did anything unusual or if he made an unusual success of ordinary methods, said he could think of nothing to say along that line. He and his associates, however, have constantly laid emphasis on the way stories are written up, with the idea always uppermost of catching local interest

In That Section, Conservative Make-up and Order Win

HE considers that the standard, conservative make-up of his paper has had much to do with its success. People like to find the same kind of news in about the same place each day

In reminiscing a bit on the early days, Mr. Langley recalled that a hit was made by some snappy stories on city government affairs, not by ridiculing the worthy city fathers, but by holding up to view their weaknesses and foibles in a not too caustic manner.

Experience shows, he said, that the farmers in Vermont do not want a big paper, but they do want a "meaty" and interesting one.

Mr. Langley recalled with a smile the fact that one of the first items that aroused general interest in his newly established paper was the story of the Corbett-Fitzsimmons fight.

MR. LANGLEY has given time outside of his newspaper work to serve as mayor of Barre three terms, is president of one of the Barre banks, president of the board of trustees of the city hospital, a trustee of the public library and one of the owners of the Hotel Barre.

He has brought up a family of three children, all of whom have had the opportunity of a college education. One James M. Langley, is editor of the Concord (N. H.) *Monitor-Patriot,* of which his father is part owner. Another, Mrs. Esther Newell, formerly with the Springfield (Mass.) *Union,* is now on the staff of the *Monitor-Patriot.* Another daughter, Martha, is a teacher.

National *Send An Idea*

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

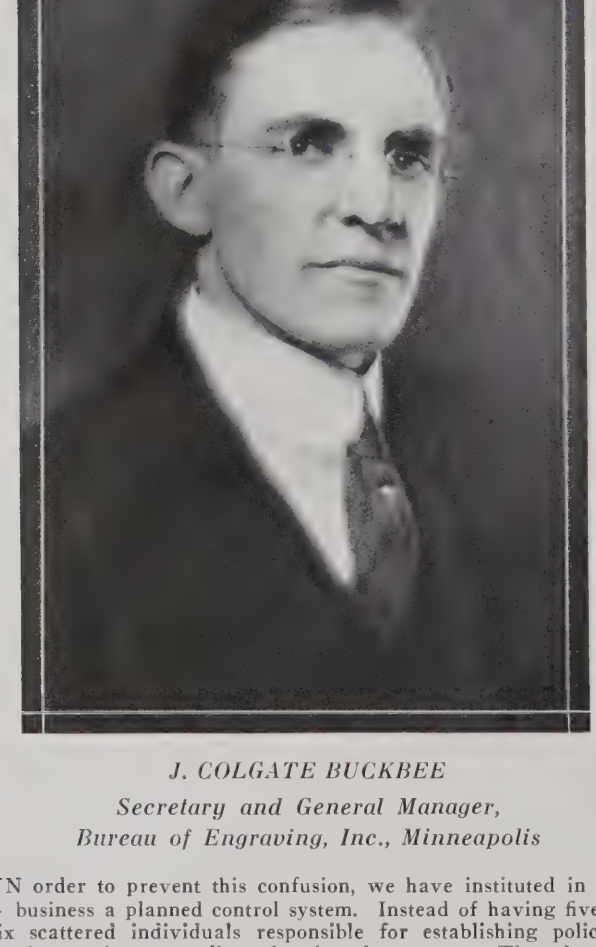
REDUCING NON-CHARGEABLE TIME IS ACCOMPLISHED IN LARGE PRINTERY

Minneapolis Manager Describes Methods Used and Effects Secured While Operating Under a Planned Control System

By J. COLGATE BUCKBEE

THE matter of non-chargeable hours must be reduced to a minimum if we are to secure greater results from the productive hours. In order to do that, we must begin at the top. I have only been in the printing business five or six years; but as a buyer of over $100,000 worth of printing a year, I was very much impressed with the lack of business methods on the part of various printers and the apparent carelessness on the part of salesmen in getting instructions from the customers and passing them on the producing departments.

I believe too many printers give their salesmen altogether too much leeway in making their own quotations, making their own promises, specifying their own stock, indicating type layouts, etc. Instead of a house policy, such a plan will have five or six different policies established by salesmen of greater or less ability.



J. COLGATE BUCKBEE

Secretary and General Manager, Bureau of Engraving, Inc., Minneapolis

IN order to prevent this confusion, we have instituted in our business a planned control system. Instead of having five or six scattered individuals responsible for establishing policies, we have what we call a planning department. That department is very flexible; it can be increased or decreased. includes layout men, estimators, idea men, copy men a schedule clerks.

You would say, "Well, that adds a lot to your overhead As a matter of fact, it is only taking the work out the pr ducing departments and bringing it into the office where belongs.

This planning department can be likened to an architec office in the construction of a building and is fully as importa as an engineering department in the manufacture of aut mobiles.

The functions of this planning department deal with e timating and time limits, layouts and specifications, copy a creative ideas and general scheduling and prompting. W have found the U. T. A. book on Production Standards of gre value; in fact, it is the bible in our planning departme This planning department helps us to establish a bonus sy tem in the producing department and helps to establish tir limits, and as I go along I will show you how we use th department in lowering our costs.

BLUE PRINTING OF EVERY JOB

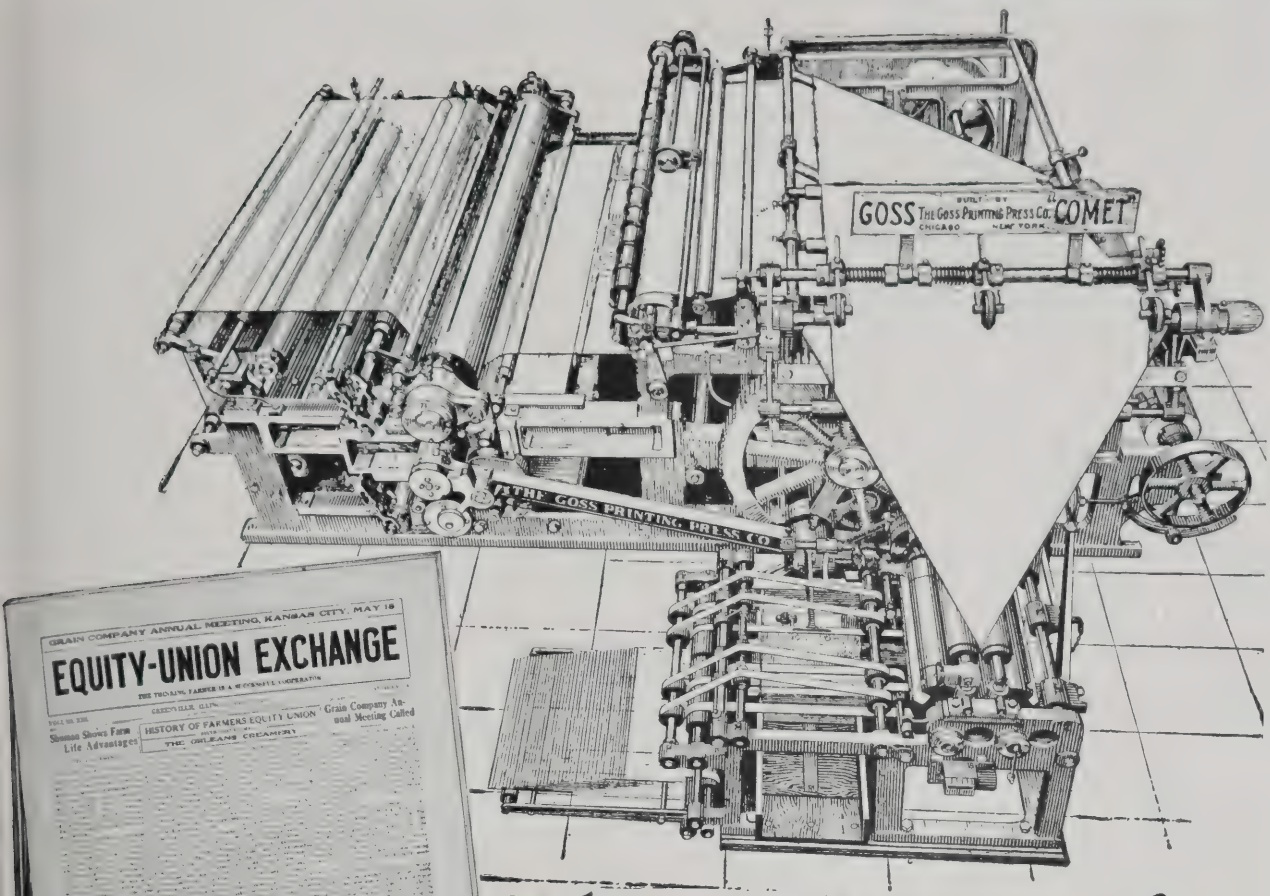
THE matter of estimates: Every job that comes in, wheth it is taken without a price or is a bid proposition, is tho oughly estimated in every phase of the work and time limits a put down for each and every operation. Incidentally, if estimate is made on specifications of a customer that a changed later, that job has to be re-estimated before it can into the producing departments. We cannot afford to have o expensive foremen and workmen going all around the pla to find out about this, that or the other thing, taking up th time and ruining our service, increasing our costs and incre ing carelessness.

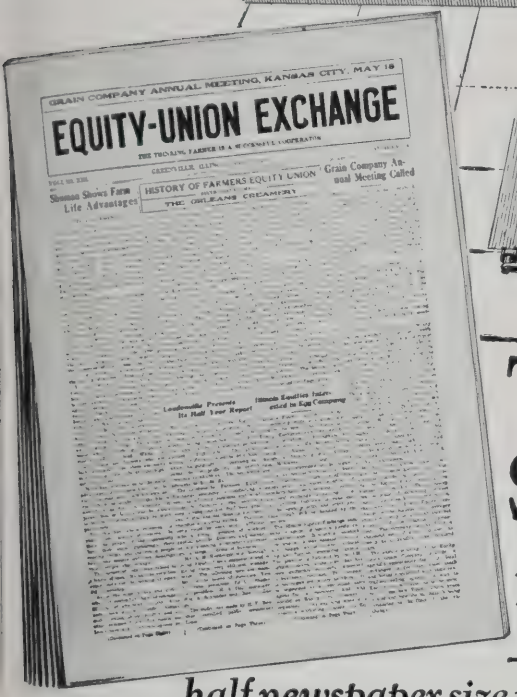
In addition to this estimating, we use what might called blue-prints on each job. They are not blue-prints, t they are very carefully prepared layouts, or dummies, incl ing specifications. The men who do this are specialists in th field, and a man who is a specialist can accomplish the thi in a great deal less time than the man who tries to be a ja of-all trades.

Instead of having a dozen layout men, we have one two in this department who devote their entire time to su work. They make up the dummies and the layouts and spec the type and the paper and the relationship of the illust tions and color and all matters pertaining to that particu order, so that the foreman has his detailed working plan can function as a foreman and not as a general executive the business; he isn't worried with a lot of 'phone calls fr customers and by salesmen coming in with a lot of confus questions to be answered off-hand and possibly wrong.

WITH these engineering plans, as we call them—and lieve me they are very important in carrying out general idea—we have a copy and creative idea departm which ties up very well indeed with the marketing and of business. It is awfully hard to get creative salesmen. If of you think it is not, go out and try to get them. But can take an ordinarily intelligent salesman and make a creat salesman out of him through this system. We furnish with ideas, dummies in the rough, etc. and it can be done quicker order.

Incidentally, the Copy and Creative Idea Department a a vast file of information that can be taken direct to the




GRAIN COMPANY ANNUAL MEETING, KANSAS CITY, MAY 18

EQUITY-UNION EXCHANGE

THE TRO-MAN FARMER IS A STOCKHOLDER IN HIS COOPERATIVE

Sherman Shows Farm Life Advantages

HISTORY OF FARMERS EQUITY UNION

THE ORLEANS CREAMERY

Grain Company Annual Meeting Called

There's Money for Small Newspapers in Tabloid Products!

—with a Goss "Comet" print quarter and half newspaper size products in addition to your regular editions

PRINTING from type forms with roll paper unquestionably is the most economical method for the smaller publisher.

With a Goss "Comet" you can produce, per hour, 3,500 folded papers of 4, 6 or 8 pages. Approximately three times as fast as the sheet fed method!

Furthermore, your "Comet" will rapidly turn out up to and including 32 pages of a one-quarter newspaper size publication or 8 to 16 pages of a half newspaper size form (see example above). Many users make their "Comets" pay them handsome extra profits in this manner—*so can you!*

The Goss "Comet" is the choice of successful publishers of small newspapers everywhere. It is built in the same shops, by the same mechanics and according to the same high standards as the big Goss Presses selected by the world's leading metropolitan newspapers. It's their "little brother."

Foundation plans gladly furnished on application. Write for catalog.

THE GOSS PRINTING PRESS CO. . CHICAGO

The Goss Printing Press Company of England, Ltd., London
Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

GOSS STRAIGHT LINE GOSS HIGH SPEED

"NPJ" ROUND TABLE
(CONTINUED)

tomer by our salesman. It makes it easier to sell business and makes it easier to get a better price.

Then we have definitely assigned the sole responsibility for Scheduling and Promises. Instead of having a dozen or fifteen people making promises and having turmoil, disappointed customers, make-over and waste, all promises involving service are made by the Planning Department, by the schedule clerks. We use the Gantt Progress System in the planning department to link our various departments together. We operate an engraving department, a photographic department, an art department and several specialty departments, including our printing department, so we must correlate them and bring them together because the matter of making promises in a business of our type is vital to customer satisfaction.

Some Problems Which Are Met

THERE is one trouble with the printing business: Every order is generally a new order, made to order, and it requires special treatment and special handling. Without planned control of work, the stage is set for confusion, lost time and resentful clients.

This accounts for the general planning department; we come now to the foremen. The assistant superintendent of the printing plant has what we call a Gantt Load Chart. We chart every machine in our business and chart the hours in the various departments. The mechanical end is the most difficult in arranging for delivery. The composing room and bindery are more or less flexible; you can add extra help, but you cannot casually go out and buy a new machine when work is already piled up. So every machine we have is charted.

A pencil line indicates that a certain machine is reserved for a certain period, or an estimate of the time that will be required to complete the job. A red line indicates the actual time consumed and a blue line the lost time. We want to eliminate non-chargeable hours, and this system has helped us increase our percentage of chargeable hours, from 65 to 85 per cent in our cylinder department, it visualizes our entire production. We schedule machines for several weeks ahead and sometimes for a month ahead. In other words, when we take an order and make a promise, the machine to be used is reserved for that particular period, and then our Gantt Progress Chart enables us to assemble our stock, drawings, copy and all the other factors of the job so that, when the period comes, that machine is ready.

Bonus System Follows Other Plans

AS Frederick W. Taylor said, it is a well known fact among those who have made a study of scientific management that an exceptionally good man can do two, three or four times as much work in a given length of time as an ordinary man. We have found that true. The thing is, how to encourage men to put in their best efforts.

For every job that comes in, the time limits are set for each operation. So with this as a schedule, these workmen have, you might say, a regular chart to go by. In other words, they have so many hours for each part of the work.

At the end of the month the saving in hours under the original time limits set is split 50-50 with the workmen. The saving is arrived at on the average pay roll basis. First the foreman gets 20 per cent of it and the balance is divided among the men.

You may come back and say, "Well, what are you going to do about the quality? If you get these men concentrated on the idea of speeding up, you are going to have poor quality and you are also going to have more or less crooked work on the part of the men in showing non-chargeable time." We have checkmated that by putting the foreman on a secondary bonus basis, where he gets a share of the savings in on-chargeable time. We estimate that this bonus system will increase the average wage from five to ten per cent.

There are three systems, one Emerson's one Gantt's, and one Taylor's. The Taylor System was to put a man on piecework basis, whereas some of the others have advocated the straight salary plus a bonus for special efficiency. Because of the nature of our work, we can't put each individual man on a piece basis, or we would have a regular fight every time some particularly obnoxious job would come in. They would all want to take the easy things and pass over th others. So it is a collective bonus plan worked out on th Emerson System, and tying the foreman right up with it.

We also have used the piecework plan wherever repet tive operations are possible. We have tried to get our bus ness into specialized lines as fast as we can, and when I te you that our business this year is running well in excess o $1,800,000, you can see that we have accomplished somethin in that respect. It is a great deal easier to handle productio on specialities than it is on the regular run of commercia printing. We always use the regular piecework basis whe ever possible. On one item, in the working out of the bonu system, we cut the cost of a certain operation from seve dollars to four. We think that is well worth while; we ar watching our costs very closely.

I want to repeat that this system helps us to keep de livery promises, it cuts down the non-chargeable hours and increases the efficiency per hour.

"THE TYPE SETTING PIANO"

From "Hecht-O-Graphs," Zellerbach Paper Co., Los Angeles

VICTOR E. HECHT, editor of Hecht-O-Graphs comment as follows under the cartoon: "A composing machine is he at last that not merely sets type, but sets it in so artistic a mann that the printer can pull a proof of the metal, just as it com from the mold and send it to the customer with the assuran that he will find it so exquisitely arranged that he'll break h blue pencil across his knee in joy.

"The secret of this new artistic-composing machine is bas on the fundamental æsthetic relationship between Typograp and Music. Nothing more. That subtle "something" about o typographic set-up which makes it appear a delight to the e while another set-up appears as an unattractive jumble, that same "something" that makes one combination of no harmonious Music, while another combination is noisy disco

"What is simpler, then, than to weld into one unit t soulless mechanics of a common type-setting machine and th marvelous instrument of æsthetic expression, the Piano? T result, *The Type-Setting Piano*—is, we believe, the most markable piece of print-shop equipment since the invention the Automatic Feed for Time-Clocks.

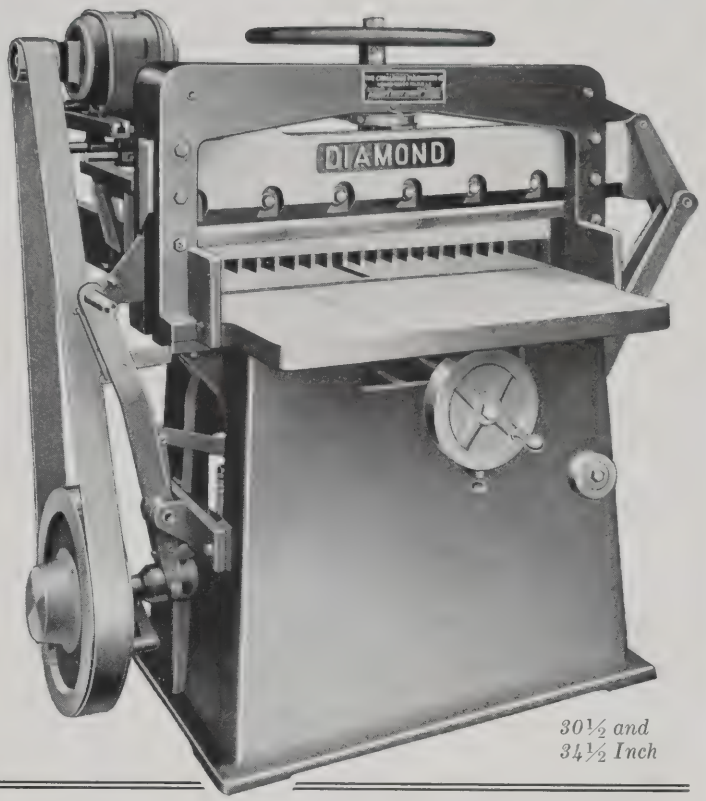
The operator of the Type-Setting Piano must of cour be a musician as well as a machine compositor. Placing bef him the copy to be set, he plays "chords of one word at a ti on the "Typopianic" keyboard with his right hand, while left hand plays the accompaniment. The right hand thus s letters, while the left sets spaces and leads, rules, borde slugs, swashes and all other ornamentation. Using his t

Diamond Power Cutters

BECAUSE a Power Paper Cutter represents an investment in your equipment to meet its needs for many years to come, you can by installing a Diamond Power Paper Cutter in your plant, eliminate paper cutting troubles and insure maximum production at minimum cost.

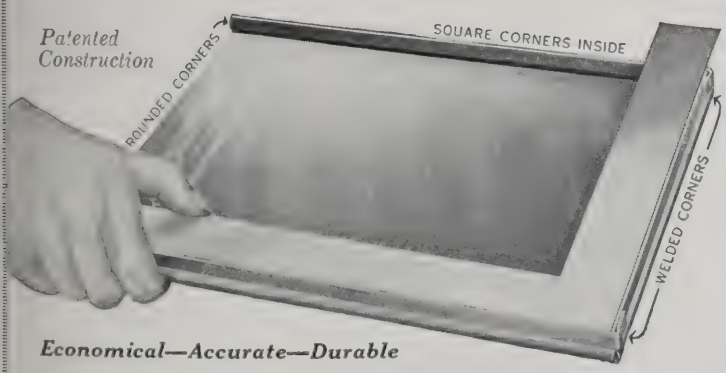
With a Diamond Power Cutter you can obtain maximum production at minimum expense of operation and upkeep. The results of many years of engineering research and study have perfected their manufacture, and due to their dependable service and accuracy there are many thousands of these popular machines in use in all parts of the civilized world.

Send to us or any live dealer for Illustrated Literature and Prices



30½ and 34½ Inch

Challenge Pressed Steel Galleys



Economical—Accurate—Durable

The Single Piece All-Purpose Steel Galley

The Sides are Smooth Inside and Will not Scratch Rule or Type

They are made in all the standard job, news and mailing sizes, including 13 ems plus one point and 26½ ems plus two points for newspaper work. Special sizes to order.

Challenge Pressed Steel Galleys are moulded into shape from a *single piece* of selected cold rolled steel, smooth as brass, with no flakes or blisters. They have reinforced electric-welded *square* corners inside and a beaded edge of metal extending around bottom, which gives extra strength and rigidity. This construction permits type matter to stand squarely on its feet for proofing, also provides drainage channels which, leading to drainage holes in corners, carry off all cleaning fluids, insuring freedom from rust or corrosion.

Sold by all dealers in printers' supplies—Be sure to specify "Challenge Pressed Steel Galleys"

The Challenge Machinery Co., Grand Haven, Mich.

Chicago, 124 South Wells Street New York, 220 West 19th Street

"NPJ" ROUND TABLE
(CONTINUED)

hands, and the three pedals, the *B. F. pedal,* the *U. C. pedal,* and the *Italic pedal,* and employing emphasis, pauses, trills, runs, etc., as needed, there is practically no limit to the typographic artistry possible on this instrument.

"The compositor gets his "mood" from the tone and purpose of the copy. A serious, dignified announcement is played in a sombre manner . . . a jazzy leaflet gets a more syncopated treatment. Whatever the character of the composition, the machine faithfully sets it, and by pulling the proof of the metal, soon as it's hard, Mr. Printer, you obtain an artistically perfect typographic arrangement of the copy . . . truly a melodious vision of æsthetic splendor!"

MANUFACTURERS : SERVICES

MUST BE ATTRACTIVELY PRESENTED

The World Over—says "Industry Abroad," by the Hampden Glazed Paper & Card Co., Holyoke, Mass.—Industry recognizes the same impelling force; that of the idea, carefully planned, attractively presented and skillfully executed. It may be planned in detail and capable of perfect execution, but unless it is attractively presented in some form or other it becomes an inert issue.

OVERHEAD IS ANALYZED ANOTHER WAY

A Publication of the Addressograph Company quotes S. M. Vauclain, president of the Baldwin Locomotive Works: "One preparation for real business that seems generally neglected today is getting ready to sell and produce at lower costs. Take an employe receiving say $600 a year; his wages are the interest on $10,000. We can make a profit and lower costs by installing a device which saves the wages of $600, even though the device costs $5,000."

TYPOGRAPHER COUNSEL FOR INTERTYPE

August Dietz, Richmond, Va., has been added to the Intertype staff of designers as Typographic Counsel. He is famous over the country as a printer and type designer, and maintains a trade museum at his home. He is head of the "House of Dietz" at Richmond.

ADD TO CARTER PRODUCTS LINE

The R. L. Carter Co., Phoenix, N. Y., is starting to put out a new device for newspaper and printing plants, the Ratchet Router Base (with Light), for routing both flat and cylindrical casts. The machine will do mortising.

PRINTERS' INFORMATION BOOK

By the Gilbert Paper Co., Menasha, Wis. This attractive volume is being made ready for distribution to 25,000 printers, lithographers and advertisers. A feature includes three copyrighted scales compiled by the American Photo-Engravers Association, these being for the first time included under the cover of one book. The book includes descriptions and lists of agents, of Gilbert's nationally-advertised bonds and ledgers. Brands which are displayed in the volume include Dreadnaught Parchment, Gilbert Superfine, Lancaster Bond, Radiance Bond, Avalanche Bond, Resource Bond, Valiant Bond, Dreadnaught Linen Ledger, Old Ironsides Ledger, Dauntless Ledger. A page on Paper Trade Customs contains an immense amount of valuable information in a small space, handily classified.

VANDERCOOK RIGID BED PROOF PRESS

A New Descriptive Folder on this proof press has been issued by Barnhart Brothers & Spindler, emphasizing precision workmanship, versatility, accessibility and simplicity of parts. The Vandercook automatic inking system is also described. Printers are invited to call at the factory when in Chicago, it being located at 1716-22 West Austin avenue.

FROM EMS TO INGOTS, DOUBLE-QUICK

Title of an attractive folder covering the Double-Quick Automatic Metal Furnace, issued by the American Type Founders Co. Among the advantages portrayed is the following: "By drawing the heated and largely deoxygenated air from the firebox to the surface of the pot, (1) the metal is melted in less time and (2) with a minimum consumption of gas; (3) by shielding the metal from fresh air, oxidation is reduced which in turn reduces dross and the consumption of valuable metal in resmelting; in addition, (4) the annoyance of disagreeable fumes and smoke is entirely avoided."

EDWARD A. BARTLETT AND ASSOCIATES BEFORE GUTENBERG MUSEUM AT MAINZ

ON THE occasion of his recent journey in Europe, in t interests of the Mergenthaler Linotype Company's typ graphic plans, Edward E. Bartlett stopped at Mainz, whe he delivered to the Gutenberg Museum a sum of 5,000 go marks donated by the printers and book lovers in Americ who had already sent 20,000 gold marks which Mr. Bartl had presented in their name on a previous visit. It is i tended that there shall be amassed altogether, as the cont bution of America to the international work of the Museu a sum sufficient to ensure the maintenance of its highly i portant publications; and groups of printers and others i terested in the graphic arts have been formed for this purpo in nearly every center of the United States. The municip appreciation was expressed first at a special meeting of t directors of the Gutenberg Museum by Dr. Karl Emil Gott mann, oberburgermeister of the city from 1905 to 1918, a later by Dr. Karl Kulb, the present oberburgermeister, a Bernhard Adelung, the burgermeister, at a small dinner giv by the city of Mainz in the Town Hall on the bank of t Rhine. Those present were Dr. Aloys Ruppel, director of t City Library and of the Gutenberg Museum; Dr. Adol Tronnier of the City Library and of the Gutenberg Gese schaft; Joseph Will, Dr. Ludwig Emil Strecker, Osc Schneider, Karl Weyrich, Ludwig Goldschmidt, Dr. Alexanc Baum, Rudolph Scholz, David Stempel, Gustav Mori, W. Cu Dr. Rudolph Wolf and Edward E. Bartlett.

CLAROPLATE PROCESS ILLUSTRATED

A New Method for producing finer prints at lower co is the message offered in a folder by the Claroplate Proce Inc., New York. Stapled in specimens are included, to pro the illustrative results obtainable "at a saving of time a money."

STILL BETTER RECEPTION FOR PRINTED PIECES

S. D. Warren Co., Boston, have added to a series of bo lets one with the foregoing title, giving pointers to printers, vertising men and sales managers toward "helping cut cost of selling by forwarding the day of better understand of advertising." The booklet shows the 1926 magazine adv tising of the company.

"NPJ" ROUND TABLE
(CONTINUED)

EW CONTINENTAL OFFERINGS

GRECO ADORNADO, a Spanish design; Old English Flowers borders and embellishments), and Vanity Fair Capitals, are nown in the latest folder of the Continental Typefounders Asciation, New York.

SERS GIVE STRONG TESTIMONIALS

"WHY WE ARE SOLD on Our Ludlow Equipment" is an teresting collection of statements of users, well illustrated, ecently issued by the Ludlow Typograph Co., Chicago. The ading story is from the Arcady Press, Portland, Ore.

VESTVACO WINS DISTINCTIVE AWARDS

At the current fifth annual exhibition of Advertising Art, eld by the Art Directors' Club at 65 East 56th street, New ork City, two Westvaco magazine inserts won awards. larquette Enamel, designed by E. A. Wilson won the gold edal. This was issued in the August, 1925, trade papers. Vestvaco Eggshell, designed by T. M. Cleland, won first onorable mention, and was published in the October, 1925, ade papers.

HE ORIGIN OF BOOKKEEPING

DISTRIBUTORS of the Neenah Paper Co., have sent out a ecimen of Resolute Ledger, buff, which contains the follow- g interesting bit: "Italy is where it all started. In 1494 a onk, Paciolo by name, reduced to a definite system the debits nd credits that today control the destinies of our great enterrises. This was the origin of bookeeping. New methods have eplaced former slow and laborious record-keeping."

OLWELL HANDLETTER (AND ITALICS)

ANNOUNCEMENTS by the American Type Founders Co. ow in full detail this presentation of types, original designs y Elzabeth Colwell. The company states it believes there is a eadily increasing interest in both the roman and italic degns. Unusual legibility has been demonstrated for them. he whole booklet as well as the face reflects artisticness and eauty. The company has also issued a comprehensive bookt covering interrelating typographic borders and Calligraph itials. Several pages show various uses.

RENCH EDITION OF INSPIRATIONS

No. 16 of the Westvaco Inspirations for Printers is called ie French edition. It is unusually attractive in showing out ie intricacies of the work required to portray French fashions, nd there are some surprises on the pages devoted to express- g the French influence on American advertising. French ooklets, posters and other advertising matter, beautifully illstrated, are included.

ASSOCIATION PROGRESS

ANOTHER STATE association of publishers and printers aking rapid strides forward in the handling of newspaper consts is the North Carolina. Following are details of the 1926 ontest:

"The conditions of the entry are as follows: Any member the North Carolina Press Association publishing a weekly or mi-weekly paper may compete. Four issues of the paper, all ated since the last annual meeting, must be offered in the const and must be filed the first morning of the meeting in person the publisher or editor.

"Papers must have been filed by or before the first morning meeting, and give information of shop, machines, presses id number of mechanical employes.

"The following points will be considered by the judges in etermining the award of the loving cup:

"1. Set-up and display of ads.

"2. Make-up, considering advertiser's position and conniences of the readers, attention given to front page.

"3. Press work.

"4. Arrangement and classification of local and general ws carried.

"5. General and technical showing of publication, conlering equipment available.

"A committee, whose names will be known only to the esident and secretary, will act as judges in the contest and nouncement of the winner will be made by the president at the closing session of the convention."

E. F. TUCKER

E. F. TUCKER of Denison, Ia., has succeeded G. L. Caswell as active managing director of the Iowa Press Association. Mr. Tucker has been maintaining headquarters at Ames.

TEXAS PRESS ASSOCIATION CONTEST

Awards in the 1926 Texas Press Association newspaper contests were as follows: *Best Edited Paper*—Prize the Belo cup, awarded to the Edwards publications, the Tyler Journal and the Troup Banner; honorable mention to Rockdale Reporter, Olney Enterprise and Kerrville Mountain Sun. *Best Set-Up Ad*—Prize, $75, divided between Olney Enterprise, Randall County News, Kingsville Record, Whitewright Sun, Rockdale Reporter and Nolan County News. *Best Job Work*—Prize, Olmstead cup, Clarendon News; honorable mention, Kingsville Record.

PUBLISHERS TO ERECT BIG INSTITUTION

WITH THE EMPIRE SCHOOL of Printing, and an engraving school already to their credit, the New York State Publishers' Association now has plans under way to found the American Newspaper Institute, and to raise $250,000 to finance the project and a building.

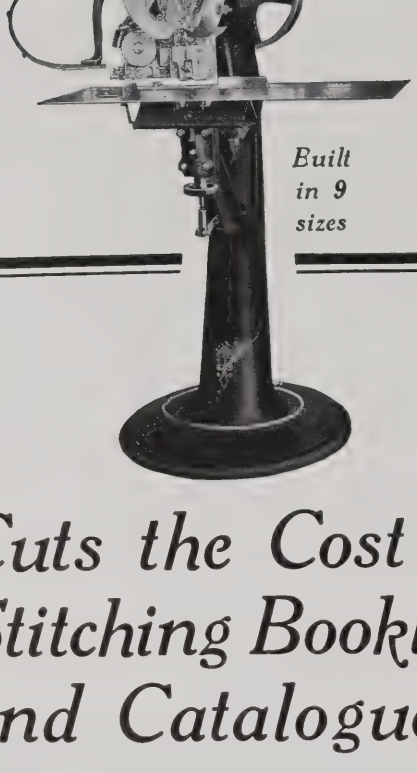
AD-MAN ON JOURNALISM FACULTY

THOMAS L. YATES, who has been advertising manager for the Fulton (Mo.) *Daily Gazette,* has announced that he has received an appointment to the faculty of the school of journalism, University of Missouri as instructor in advertising and will assume his new duties in September. He is a graduate of the school and will do work this winter necessary to obtain his master's degree.

STUDENTS INSURE JOURNALISM DEAN

THE SENIOR CLASS in the College of Journalism, Marquette University, Milwaukee, Wis., with the aid of several alumni, has presented $10,000 in endowment insurance, made out in favor of the College of Journalism, to the Rev. John Danihy, S.J., dean. Nearly $6,000 was pledged by members of the Senior class and the remainder of the sum was solicited from several alumni. Members of the Senior class decided that the insurance plan was the best means to help their University. Not able to do anything in a financial way, as they are just completing school work, the twenty-year endowment plan was adopted.

ROSBACK
WIRE STITCHERS



Built in 9 sizes

Cuts the Cost of Stitching Booklets and Catalogues!

Your choice of 9 sizes for every variety of booklet and catalogue stitching.

The ROSBACK Wire Stitching can be depended upon to always give full claimed capacity.

Make 'em sit up and take notice. Cut your cost of production with a machine that knows no time out for repairs.

For sale by

F. P. ROSBACK CO.
BENTON HARBOR MICHIGAN

"NPJ" ROUND TABLE
(CONTINUED)

UNIVERSITY OF PRINTING PROPOSED

CAMBRIDGE, MASS., advices are that a school of Engineerin in the industries allied to and including Graphic Arts ha been proposed in a conference between President Samue Stratton of the Massachusetts Institute of Technology an leaders of the industry. Henry L. Johnson, president of th Graphic Arts and chairman of a committee representin American concerns, announced a recommendation that the in stitute establish a school to train men qualified to lead in th printing and publishing industries.

HEADS NORTH CAROLINA SCHOOL

OSCAR J. COFFIN has left the editorship of the Raleig (N. C.) *Times* after serving there ten years, and become hea of the department of journalism of the University of Nort Carolina. During the summer, Prof. Coffin is publishing th Roanoke Rapids (N. C.) *Herald* for the experience. Geral W. Johnson, former head of the department has joined th Baltimore (Md.) *Evening Sun.*

ROGERS SUCCEEDS CRAWFORD IN KANSAS

CHARLES ELKINS ROGERS, for the past year acting head o the department of journalism at the Kansas State Agricultura college, has been given a permanent appointment to that po following the resignation of Prof. Nelson Antrim Crawfor now director of information for the United States Departme of Agriculture. Rogers was with the Kansas City *Star* in 191 and 1916. In 1919 he joined the staff of the Kansas Sta Agricultural college. He is the co-author of the new journa ism text, "Agricultural Journalism," and also is publisher o two bulletins, "Stories Farm Paper Editors Want," and "Ho to Gather and Write Farm News." He is now vice presider of the American Association of Agricultural College Editor and is a member of *Sigma Delta Chi,* University of Oklahom '14, and of the American Association of Teachers of Journalism

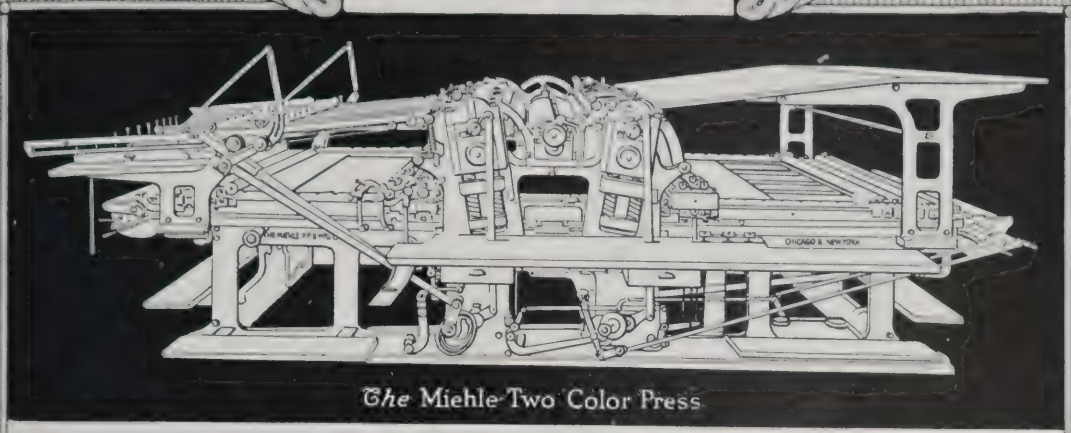
Maynard W. Brown, Wisconsin, '23, succeeds Prof. Roge at the Kansas college as associate professor of journalism Prof. Brown was for two years on the staff of the St. Charl (Minn.) *Union* and has done special service for the Associate Press. He was for two years assistant professor of journalis and director of the college news bureau at North Dakota Agr cultural college.

JOHNSON CHIEF OF MINNESOTA DEPARTMENT

PROF. E. MARION JOHNSON, who has been teaching jou nalism at the University of Wisconsin, has been elected hea of the department Journalism at the Un versity of Minnesot Prof. Johnson advis that $350,000 came Minnesota two yea ago from the late W J. Murphy, Minn apolis publisher, endow the depar ment. In another ye the fund will rea $400,000, through a cumulated intere making this the se ond largest endo ment for instructi in the branch America, and provi ing the second larg budget in any unive sity for the purpo A major sequen leading to a degr will be offered by t department of jou nalism in the Colle of Letters, Scien and Arts and the fi professional stude will enroll next September. Although the precise character the organization of the courses has not been announced, the i struction for next year will cover all the fundamentals of jou nalism. During the year experimentation will be conduct to determine the program for the future.

EDWARD MARION JOHNSON

The Miehle



The Miehle Two Color Press

SUPREMACY

THE Miehle Two-Color Press occupies a unique position in the printing world.

Its supremacy is not even challenged.

Of course, being a "Miehle," it is the last word in printing press design and construction.

It is a flat bed, two-revolution, two-color printing press of the type which every competent pressman can handle with the utmost ease.

MIEHLE PRINTING PRESS & MFG. CO.

Main Office and Factory Fourteenth and Robey Streets, Chicago

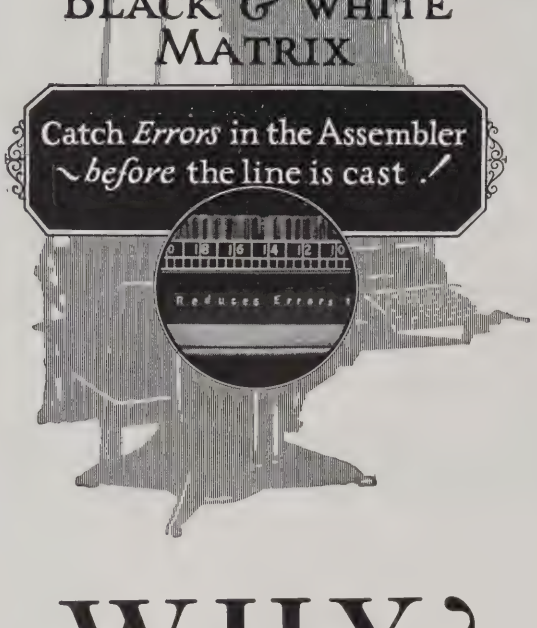
Operating Exhibits: Transportation Building, Chicago Printing Crafts Building, New York

Sales Offices:

PHILADELPHIA BOSTON DALLAS SAN FRANCISCO LOS ANGELES ATLANTA, Dodson Printers' Supply Co.
OKLAHOMA CITY, Western Newspaper Union SALT LAKE CITY, Western Newspaper Union

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

The BLACK & WHITE MATRIX



WHY?

WILL Publishers pay from $3500 to $5000 for a composing machine and the operator's salary of from $2500 to $3000 a year and continue to use the same "invisible" matrices that were used when the machine was first put on the market more than 30 years ago? WHY? Because most publishers do not know the high percentage of errors being made on their composing machines due to "invisibility."

We will be glad to prove to you right in your own plant that the Black & White Contrast Matrix will save at 25% of errors now being made in your machine composition. Sign and return the attached coupon and we will do the rest. There is no obligation whatsoever.

MATRIX CONTRAST CORP.
33 West 42nd Street
New York

Matrix Contrast Corp.,
33 West 42nd St., New York

Date.....

We want you to show us the WHY of the Black & White Contrast Matrix and prove that you can save a minimum of 25% of our machine composition errors.

NAME .....

ADDRESS .....

CITY .....

"NPJ" ROUND TABLE
(CONTINUED)

Dates for Printer:Publishers

August

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS 25-30, St. Paul, Minn.
ILLINOIS MILITARY TRACT PRESS ASSOCIATION, 6, Macomb.
SOUTH DAKOTA PRESS ASSOCIATION, 12-13, Brookings.
VIRGINIA PRESS ASSOCIATION, 12-14, Pulaski.
OZARK PRESS ASSOCIATION, Branson, Mo., Aug. 20-21.

September

GRAPHIC ARTS EXPOSITION, Sept. 19-Oct. 1, 1927, New York City
ILLINOIS PRESS ASSOCIATION, Sept. 20-Oct. 2, Champaign-Urbana
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS, 2-4, Montreal.
MISSOURI PRESS ASSOCIATION, Cape Girardeau, Sept. 23-25.

October

INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION 22-23, Detroit.
UNITED TYPOTHETAE OF AMERICA, Book Cadillac Hotel, 16-20 Detroit.
PACIFIC COAST ASSOCIATION OF DISPLAY MEN, 20-22, Seattle
DIRECT MAIL ADVERTISING ASSOCIATION, 20-22, Detroit, Mich

November

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, 8-10 French Lick Springs.

TIMOTHY BROWNHILL WINS CHEST

THE SAGE OF PUENTE, CALIF., who did much to make the Southern California Press Association the great organization that it is today, Timothy Brownhill, received first award—The Virginia Pirates' Chest—in the 1925-6 National Editorial Association Membership Contest. The chest was to be presented at the annual of the N. E. A. this month in Los Angeles. The final standing of candidates and number of memberships secured:

Timothy Brownhill, Puente, Calif.	1462
Mrs. R. C. Anzer, Union City, N. J.	855
Herman Roe, Northfield, Minn.	783
W. G. Hower, Bryn Mawr, Pa.	511
Ole Buck, Harvard, Nebr.	499
Paul Goddard, Washington, Ill.	484
R. H. Pritchard, Weston, W. Va.	411
Wallace Odell, Tarrytown, N. Y.	366
G. L. Caswell, Ames, Iowa	359
Carl F. Prescott, East Weymouth, Mass.	266
O. W. Little, Alma, Kans.	199
J. C. Stapel, Rock Port, Mo.	122
J. S. Hubbard, Columbia, Mo.	116
Erwin Funk, Rogers, Ark.	110
Jonathan F. Comstock, Cranston, R. I.	85
C. R. Callaghan, Bellevue, Ohio	68
L. M. Nichols, Bristow, Okla.	61
James C. Latimer, Staunton, Va.	53
A. E. Vooheis, Grant's Pass, Ore.	49
G. S. Chapman, Sandersville, Ga.	38
Len Feighner, Nashville, Mich.	37
Oscar H. Neil, Escalon, Calif.	34
Harry Parker, Bradford, Vt.	25
Chas. England, Logan, Utah	24
E. L. Wheeler, Waitsburg, Wash.	23
J. C. Lochner, Clermont, Fla.	21
John G. Zook, Lititz, Pa.	17
Chas. G. Jenness, Rochester, N. H.	13
J. W. Hubin, Butterfield, Minn.	11
E. W. Nobbs, Yreka, Calif.	10
Edwin A. Bemis, Littleton, Colo.	9
J. G. Greaves, Portales, New Mexico	5
R. H. Alcorn, Rawlins, Wyo.	5
Maud O. Thomas, Beaver, Okla.	3

UNIVERSITY AND ASSOCIATION CO-OPERATE

THE COLORADO Editorial Association board of directo has made an agreement with the University of Colorad which puts Field Manager Edwin A. Bemis on the extensi staff. The University agreed to assist the association in i field work. The Colorado association bulletin says: "In t new tie-up there has been placed at the disposal of the editori association members the entire resources of the Universit without in any way obligating the association other than carry out their half of the agreement as to financial suppo The University officials have asked nothing of Field Manag Bemis other than to have his office at the university. All offi equipment and stenographic help being furnished by that i stitution. In discussing the proposal with Extension Direct Elmore Peterson and Prof. Ralph Crosman, it was stated t them that the University desired nothing but that Field Man ger Bemis continue on the program as outlined by him."

"We Have Succeeded Well—"

It's so easy to make your own Certified stereotypes.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can prove the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon and we will start sample and particulars on the way to you at once.

Certified Dry Mat Corporation
338 Madison Ave. New York, N. Y.

For wet mat printing with DRY MAT facility — use Certifieds.

Made in U. S. A.

The Gibson City (Ill.) Courier, Publisher of the "Farm Bureau News" writes:

"We have had but little opportunity since getting our casting box for making mats but have succeeded well with the first trial.

The heading of the 'Farm Bureau News' enclosed, was made from a type form that had had about 70,000 impressions.

We are enclosing our check for which please send us 12 Certified Printers mats."

You can do as well.

Date, ...

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Gentlemen:

You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

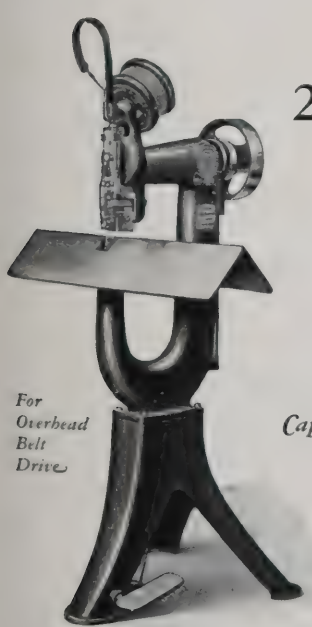
Name.....

Address.....

By..... Title.....

The BOSTON Wire Stitcher No. 2

for High Production



For Overhead Belt Drive

250 *stitches per minute* obtainable on the Boston Wire Stitcher No. 2. When ordered motor equipped, this speed may be reduced by the variable speed controller to about 125 stitches a minute to accommodate work that is not easily handled. This wide range of speed is possible only on the No. 2 Boston and permits it to meet every requirement of pamphlet and kindred stitching, and other work up to the full maximum rating

Capacity two sheets to one-fourth inch, flat and saddle table, single adjustment for working parts, friction clutch, four surface cutters, vertical feed

The No. 2 and all regular sizes carried in stock by our Selling Houses

AMERICAN TYPE FOUNDERS COMPANY

General Selling Agent

Sold also by BARNHART BROTHERS & SPINDLER, *and in Mexico and South America by* NATIONAL PAPER AND TYPE COMPANY

SET IN GARAMOND BOLD AND GARAMOND BOLD ITALIC CLELAND BORDER

Johnsonized

We have some very special bargains—Proof Presses, due to changes in some large shops, that are guaranteed to be as good as new.

1 Vandercook High Side Arm No. 10
Printing Surface 17″ x 25″
Large enough for 4 page forms.
Gives perfect cylinder press proofs.

1 Vandercook Low Side Arm Proof Press No. 35
Printing Surface 17″ x 24¾″
This is the extra heavy press built especially for large solid forms and proofing embossing work.
Gives perfect cylinder press proofs, and requires no skill.

1 Potter Hand Proof Press, size of bed 17″ x 25″.
Equipped with grippers, inking attachment, and trip.
Built for regular press proofs

1 Wessel Electric Driven Proof Press, especially adapted for rapid proofing; linotype forms; takes full length newspaper columns.

1 Model 90 Liberty Circular and Job Folder, right angle and parallel folds.

1 Model 88 Liberty Folder
Takes 22 x 32 sheet; 3 folds; right angle and parallel.
Both high speed machines.

1 40″ Sheridan New Model Power Cutter.

1 Auto Press with automatic feeder.

1 12″ x 18″ Chandler & Price new series Gordan, with complete Miller Automatic Feed Unit, motor, etc.

Also 1 10″ x 15″ Unit.
Send for complete list Johnsonized Machinery.

* * *

C. I. Johnson Mfg. Co.

Independent Printers' Supply House

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

NEW QUARTERS FOR PENNSYLVANIA

Executive Secretary Fell of the Pennsylvania Newspape Publishers' Association announces removal of headquarte from Harrisburg to Williamsport, Pa., where two fine rooms the Wilson building, 317 Pine street, have been prepared f offices. Extension of services to members are under way.

MILWAUKEE IDEA FOR CRAFTSMEN

In order to keep inconsequent and time-wasting debat off the floor during the regular monthly meetings, the Milwa kee Club of Printers, House Craftsmen, thrashes out all d tail matters in its board of governors. Their board consists the regular officers of the club, the immediate past-preside and the chairmen of all committees. Any member is entitl to be present and have a voice in meetings of the board, but t voting is confined to the regular members thereof.

Another "Milwaukee idea" is the manner in which t various committees are selected: The president first appoints chairman, then the chairman selects the members he desires constitute his committee, and the selected members are du appointed by the president. This method makes for efficie committees. It fixes the responsibility of the chairman a does not hold him responsible for the work of men chosen someone else. The results have shown committee work w done, and done with business-like promptness.

The Board of Governors as constituted, puts the men w are actually doing the current work of the club in close tou with each other, and tends to put co-ordinated effort back every activity of the club.

Association Elections

ALABAMA PRESS ASSOCIATION—President, F. W. Stanley, Gre ville advocate; vice-president, R. B. Vail, Bay Minette Baldwin Tim secretary-treasurer, Horace Hall, Dothan Eagle.

KANSAS EDITORIAL ASSOCIATION—President, Jack Harrison, loit Gazette; vice-president, Will T. Beck, Holton Recorder; secreta treasurer, W. E. Blackburn, Herington Sun. Executive Board: (fi district) T. A. McNeal, Topeka, (Kans.) Farmer; (second district) C. Simons, Lawrence (Kans.) Journal-World; (third district) Arthur McNay, Galena (Kans.) Daily Republican; (fourth district) H. Sticher, Osage City (Kans.) Press; (fifth district) Anna Carlson, M hattan (Kans.) Daily Mercury; (sixth district) Robert Good, Caw City (Kans.) Ledger; (seventh district) Leslie E. Wallace, Lar (Kans.) Tiller & Toiler; (eighth district) J. Byron Caine, Belle Pla (Kans.) News.

NEW YORK EMPLOYING PRINTERS' ASSOCIATION, INC.—Pr ident, I. Van Dilen, Bartlett-Orr Press, Inc., 461 Eighth Ave.; f vice-president, C. Frank Crawford, Albert B. King & Co.; second vi president, J. Cliff Blanchard, Blanchard Press; treasurer, J. A. Wilke Charles Francis Press; secretary, Robert Goldstein, Printcraft Press

TEXAS PRESS ASSOCIATION—President, Robert L. Baldridge, Cli Record; vice-president, George T. Neu, Brenham Banner; secreta Sam P. Harben, Richardson Echo; treasurer, Ben. F. Harigel, LaGra Journal; attorney, Clarence E. Gilmore, Austin; essayist, Art LeFevre, Houston Star; historian, E. G. Senter, Dallas; orator, Rich McCarthy, Albany News; poet, Mrs. Lee Rountree, Bryan Ea Executive committee; Sam Miller, Mineral Wells Index; Walter Wilson, McKinney Courier-Gazette; assistant secretary, Carson Harl Richardson Echo.

S. W. KANSAS REPUBLICAN EDITORIAL ASSOCIATION—Pr dent, Fred Henney, Hutchinson News-Herald; vice-president, Hor Fry, Spearville News; secretary, Earl Fickert, Peabody Gazette-Her treasurer, S. P. Gebhart, Pratt Union.

INTERNATIONAL ADVERTISING ASSOCIATION—(Formerly sociated Advertising Clubs of the World)—President, C. King Wo bridge, New York; treasurer, Francis H. Sisson, New York; secret Rowe Stewart, Philadelphia.

BETTER CIRCULATION

CARRIERS' STRIKE PRODUCES NEW IDEA

The Following is from *"Exchanges"*, an inter-house p lication of the Hearst papers, under the signature of Herr Black, publisher of the Chicago (Ill.) *Evening American:*

Like many other good inventions, the Home Delivery System of Chicago Evening American was a child of necessity. No one had tho it out beforehand; it was hurriedly organized to protect ourselves aga a threatened strike of the Official Carriers, in May, 1924.

The Official Carriers is an organization, of years standing in Chic that delivers all newspapers to those using home delivery. They secured a special concession in price at the hands of all Publishers; the strike came about because we refused to lower still further our ch and permit the Agency to name any price it desired to the reader.

Our attitude precipitated a strike and we had only four or five time in which to readjust our household. After some deliberation concluded that we would try to run our own business.

We started with no lists of readers' names or addresses of t who were previously served by the Official Carriers. That was a

The Goes Bordered Blanks Are Real "Printers' Helps"

Every Business House in town is a prospect for

Goes
Art Advertising Blotters

Write for Samples

because they help printers to produce high grade printed products quickly, easily, and economically. They facilitate the production and enhance the appearance and value of Membership Certificates, Licenses, Permits, Guarantees, Warranties, Charters, Lodge Passes, Commissions, Coupons of all descriptions and thousands of other varieties of printed matter.

The Goes Bordered Blanks will help Printers to open new business channels and to secure better prices and longer profits for their work.

The Goes Bordered Blanks have been especially designed for type overprinting. They are lithographed in rich appropriate colors. The assortment includes 100 styles ranging in size from 2¾ by 6¼ ins. to 17 by 22 ins. —something for practically every conceivable purpose.

Samples and prices will gladly be furnished upon request.

GOES LITHOGRAPHING COMPANY, 47 W. 61st St., CHICAGO

MOHR LINO-SAWS CUT SLUGS AUTOMATICALLY

¶ The Mohr Lino-Saw way is the automatic way, instead of the old hand way of chopping or sawing slugs to length.

¶ And, like machine methods, the Mohr Lino-Saw cuts slugs more quickly, more easily, more accurately, without confusion.

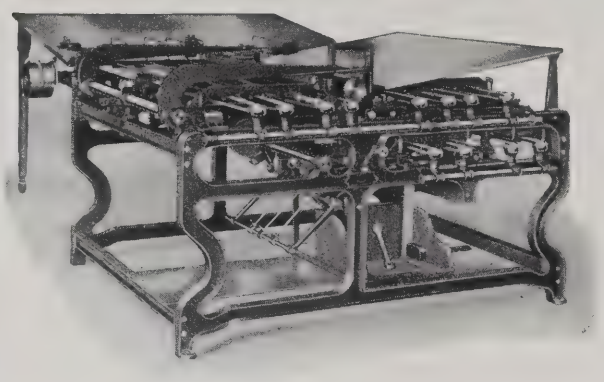
¶ But what is most important, the work is done at a great saving of time—and money!

Investigate—Now!

Mohr Lino-Saw Company

564-570 West Monroe Street, Chicago, Illinois

NEWSPAPER PLANTS
get efficient service from the
MENTGES NO. 2 FOLDER



It is especially designed for newspaper and periodical work, representing a manufacturing ideal—*real folding machine service at minimum cost.*

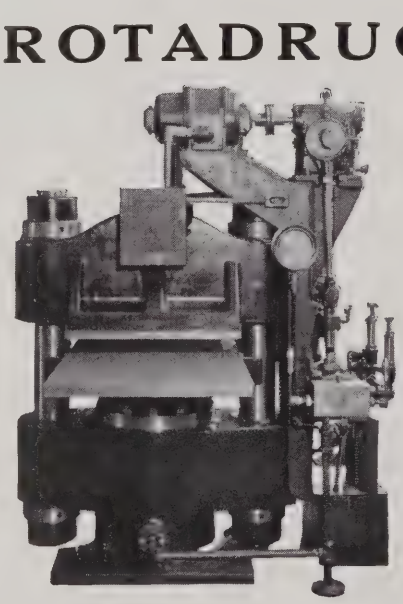
Hundreds are in operation in newspaper plants

Machine Sent on Thirty Days Trial

The MENTGES FOLDER CO.
SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.
120 West 42nd St. New York

"NPJ" ROUND TABLE
(CONTINUED)

handicap, but by means too tedious and cumbersome to detail in this article, we did succeed in getting 6,000 addresses. This was our start in May, 1924.

Since then, by sheer force and ingenious methods, all legitimate but costly, we have built up a system by which we know exactly who our readers are, and have direct and exclusive control, from our own offices, of the Home Delivery.

No other Chicago newspaper has so direct and complete an ownership of its Home Delivery, but for a long time the items of cost, after winning a fight, gave us almost constant cause for worry. Now, however, our worries are over, for, on December 1, 1925, we took a chance with a new plan.

Under this new plan we offered the reader our newspaper at the regular retail price of 3c a copy daily and 5c a copy for Saturday's issue, plus a delivery charge of 5c a week. All of this money, 3c a day and 5c for Saturday, comes direct into the coffers of the Chicago Evening American, and the extra 5c a week charged for delivery, goes to the newsboy who makes the delivery. In other words, the reader wishing his paper delivered in to the home pays 25c a week, of which the Chicago Evening American retains 20c, while the remaining 5c per customer per week goes to the carrier.

While we were operating at 20c a week, we necessarily had to split with the boys making the delivery, but now the paper receives the entire 20c a week and the reading public pays the newsboy 5c a week for service.

Of course, we still have an overhead for supervising, giving bonuses to these little salesmen, etc., but we formerly had these charges, also. Our former plan cost us 5c a week for making a delivery to a reader—and now that cost is cut out, as far as we are concerned.

Before this plan was put into operation, our Home Delivery, then made at 20c a week, was averaging about 48,000 copies per day. During the first week, at the new price of 25c, our average was about 42,000 copies per day. But after about ten weeks of experience with the new plan, we were delivering over 46,000 copies per day. Then in a few weeks more, we were delivering over 52,000 copies per day at 25c a week—the highest point ever reached at 20c a week.

The cost for operating our Home Delivery Service is no longer a thorn in our side. Aside from this, the system that supplanted the Official Carrier is practically all one could desire; and now that this cost is eliminated, the whole plan is a source of genuine satisfaction.

NEWSPAPER VOTING CONTESTS

The following is appearing in a number of confidential bulletins issued by press associations to members:

"Some letters are coming in from members and others complaining that competitors are starting voting contests and giving away large prizes to build up their lists. Occasionally newspapers find it advantageous to start into this game, though a very few of them like it.

It is financially some loss, so far as the contest is concerned but sometimes does build up and save a waning subscription list, at least temporarily. However, there is one thing newspapermen should consider nowadays before taking on such contests and that is the possible action of the United States postal department when it comes to sending the papers through the mails to these new subscribers. There is a definite regulation of the postal department that requires that all subscriptions must be paid for to at least half the published subscription price, exclusive of cost of the premiums, etc. And the department is now sending out men on special assignment to check over such lists of new subscribers as are obtained through contests or by way of premiums to see whether the fifty per cent has been really paid.

There is one very interesting case on hand now, where the postal department is checking over the new names secured by one newspaper through the contest method, and this newspaper has been given a great deal of concern about it."

PRODUCTION ANGLES

New Newspapers, Offices, Plants

Springerville (Ariz.) Apache County Pilot.
Dunsmuir (Cal.) Tribune.
Kramer Hills (Cal.) News.
Sloan (Ia.) Leader.
Mankato (Minn.) Evening Herald—O. J. Quane.
Columbus (Miss.) Daily Discoverer.
Moberly (Mo.) Home Press.
Choteau (Mont.) Teton Independent.
Manhattan (Mont.) News—Mary A. Hampton.
Sumatra (Mont.) Record.
Tamore (Neb.) Lyre.
Texico (N. M.) Democrat—F. L. Kyle.
Avoca (N. Y.) Press.
Webster (N. Y.) Free Press.
Mount Airy (N. C.) Star.
Tryon (Okla.) Lincoln County Leader.
Lenoir City (Tenn.) Progress.
Pulaski (Va.) Southwest Times.
Casper (Wyo.) Independent.

CROCKER
ENDORSES HIGH-SPEED

San Francisco, May 18, 1926.

Miller Saw-Trimmer Co.,
Pittsburgh, Pa.

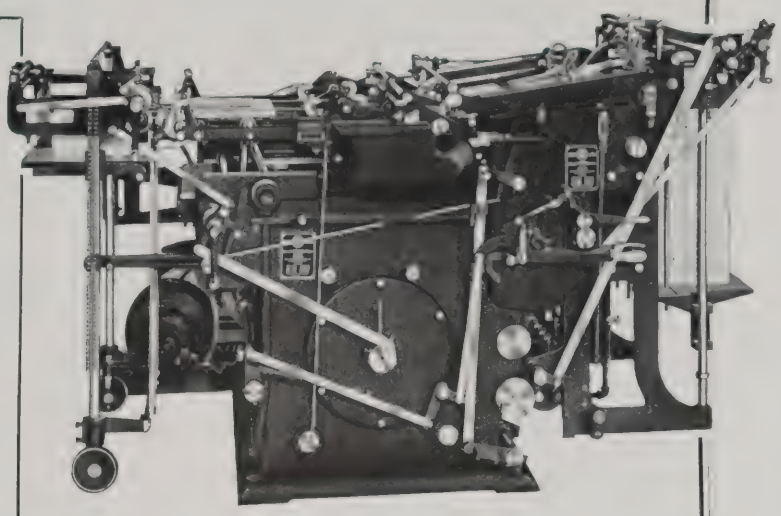
Gentlemen: We have used our Miller High-Speed Press about nine months. Find it very successful as a commercial printing press. The speed and efficiency you claim for it has been proven in every detail. Our average output for an eight-hour day on straight runs is about 30,000 impressions.

It is with pleasure we recommend the Miller High-Speed Press.

Yours very truly,

H. S. Crocker Co., Inc.
Crocker Union Plant.

(Signed) F.C. McCarthy, Plant Mgr.



MILLER HIGH-SPEED PRESS

SPEED 4500 PER HOUR—SHEET SIZE 13" x 20"

Write for Descriptive Matter, Prices and Terms

Miller Saw-Trimmer Co.

PITTSBURGH, U. S. A.

ATLANTA — BOSTON — CHICAGO — DALLAS — DETROIT
LOS ANGELES — MINNEAPOLIS — NEW YORK
PHILADELPHA — ST. LOUIS — SAN FRANCISCO

A Good Book-News Black

Intensely Black
Free From Grit
Quick Setting

Will Not Fill Up Type or Cuts

28-lb. (Steel Bucket) 17c the pound
56-lb. (Steel Bucket) 16c the pound
F. O. B. Chicago

Packed in Steel Buckets Eliminating Leaky Packages and Waste.

"Give Your Publication A Chance"

DUNHAM-WATSON CO.

644 S. Clark Street — Chicago, Illinois

Manufacturers of Printing and Offset Inks

THE VIEWPOINT OF THE ADVERTISER

From the advertiser's standpoint there is NO substitute for CIRCULATION. Neither ambiguous claims nor equivocal arguments can detract from the truth of this assertion. On the other hand it is given universal corroboration by national advertisers, who select the media which reach the greatest number of readers.

IF YOU HAVE CIRCULATION PROBLEMS WE CAN HELP YOU

Over *$300,000* In Cash and *65,000* New Readers

In Campaigns covering last few months

COAST TO COAST SERVICE

WRITE *"21 years doing one thing well"* WIRE

PACIFIC COAST CIRCULATION SERVICE

Bell Block Cincinnati, Ohio

CLEAN, SELF-FINANCING SUBSCRIPTION CAMPAIGNS

Local References: Provident Savings Bank & Trust Co.

20 Million Ready "on the Shelf"

Imagine your own stock room extended by thousands upon thousands of feet of storage space—shelves groaning with every possible envelope requirement for years to come—every stock, color, weight, size—every staple and almost every so-called " special " style!

And all this without a cent's extra cost for rent—every item bought at the lowest notch of economy—not a penny tied up in the investment!

That's a Picture of What W. S. Service Means to You

Twenty million staple, novelty and unusual styles ready for same-day shipment. No more trouble than a trip to your own stock shelves. Open up this extra advantage to yourself by a letter today for Free Price List No. 28. It's your profit key.

The Western States Envelope Co.

South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

Rebuildings, New Homes; Additions

Coconino (Ariz.) Sun—Building home.
Martinez (Cal.) Standard—To build.
Oakland (Cal.) Times—To build.
San Leandro (Cal.) Reporter—To build.
Tampa (Fla.) Daily Times—To build.
Fort Wayne (Ind.) News Sentinel—In new home.
Laurel (Miss.) Daily Leader—In new home.
Howard (Neb.) County Herald—Bought new home.
Boger (Tex.) Hutchinson County Herald—To build.
Denison (Tex.) Herald—To build $75,000 office.

GETS BIG STRING WITH FEW MISTAKES

MAURICE A. ERICKSON, Linotype operator with the Page Printing Company, Grand Forks, N. D., recently composed on a Model 14 83,425 ems of composition, with only one error, and that a transposition. Following this he composed a twin slug job with very few errors.

"The first job," says Erickson, "was the North Dakota Baptist Annual. The type pages were 25 picas wide by 42 picas deep, straight matter, set 8 point solid, and tables in 6 point solid. The tables ran the wide way on the page, and contained from six to sixteen columns of figures to the line, with a machine down rule between columns. There were ten pages of 8 point, 25 ems, solid, which contained 24,625 ems of type, and fourteen pages of 6 point, 42 ems solid, tables which contained 58,800 ems of type. This makes a total of 83,425 ems of type, and the only error I had on shop and author proofs was one transposition, the word 'in' dropping 'n-i,' in the 8 point, and this, I dare say, was caused from 'sliding' over the two keys. I worked twenty and a half hours overtime that week, making a total of 68½ hours at the keyboard.

THE LARGER the PAPER, the HIGHER the COST?

CLIFFORD YEWDALL, analyzing cost finding data of the Inland Dailies, according to the above report, remarked in an address to members: "The average cost of publishing an advertising inch for all the papers is 33.9c, almost 34c. The average composing room cost on all papers is $6.96 a page. As the papers grow larger the composing room costs become larger which is something that I really do not understand. I can see no reason why, if a newspaper in the less than 3,000 class publishing probably four pages a day, or possibly eight, can set up this matter for $4.39 a page, why the newspaper publishing sixteen to thirty-two pages a day cannot set it up for the same price. This is a peculiarity of the publishing business. *The larger your paper gets and the more volume you have going through your composing room, the greater the cost.* It is directly the opposite with every other manufacturing business in the world. *In most other businesses the greater the production the less the cost, and yet in the publishing business it is just the opposite.*"

ANOTHER GIANT BUILDING PROJECT

THE CHICAGO (Ill.) TRIBUNE is starting to erect a newspaper plant north of the famous *Tribune* Tower, and it, in turn, is only a step in a series of constructions. When completed, the *Tribune* buildings will cover the "square" with a newspaper plant and office building 220 x 300 feet, blending with the Tower. The first unit is to cost $1,000,000 and will consist of three basements, and pressroom floor, the temporary roof to be level with the upper Michigan avenue driveway. It will be 118 by 132 feet. Twenty new press units have been planned making eighty in all. This will give a capacity of 1,000,000 *Tribunes* daily, as compared with "the practical limit capacity at present of 730,000 daily copies." The Sunday *Tribune,* it was said, will be increased from present capacity of 1,250,000 to 1,400,000. Plans have been perfected for 170 press units when the building program is complete. This will give a daily capacity of 1,600,000 daily and 2,200,000 Sunday.

IDEAS FOR GUMMED LABEL WORK

SPREAD THE GUMMED PAPER HABIT is the text of a circular of the McLaurin-Jones Co., Brookfield, Mass., showing specimens of gummed labels and pointing out how receptive buyers and users of printing usually are to new things in that line. One suggestion in the circular: "Ask one of your customers to give you a collection of all types of labels he uses in the office . . . in fact, any printed form that requires clipping or fastening

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

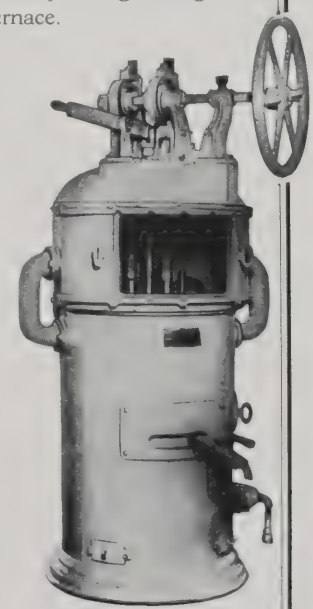
The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

NOTICE *of* PATENT RIGHTS

We absolutely control by Government Patent granted us, the method of pouring metal from the bottom of a melting pot by the use of a swivel spout; also the employment of a spout portably swung through a slot in the outside shell of a furnace.

We also control separate patents for an outside swinging spout enabling the metal to be poured in a radius into receiving moulds or vessels.

This notice is given for the protection of prospective purchasers of remelting furnaces.



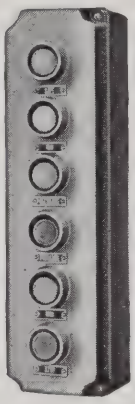
MONOMETER Ideal Furnace for Newspaper Plants

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE SYSTEM

Steel Die Engraved

1926 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1925.

AMERICAN EMBOSSING CO.

192-96 Seneca Street **BUFFALO, N. Y.**

"NPJ" ROUND TABLE
(CONTINUED)

ing to order sheets, etc. You will find that many of these could be advantageously printed on gummed paper." The text then recites advantages of gummed paper over other methods.

WARNS OF RAFFLE PROPOSITIONS

PRESIDENT W. A. BROWN of the Nebraska Association, says: "We newspaper publishers will be confronted with the raffle proposition during the next few months. Business has slowed up and merchants are willing to start anything to revive trade. The raffle is a mighty good stimulator, but the postal law and state law make it hard to conduct and eliminate newspaper advertising and other mail matter. The radio is doing a lot to start this again. Stations are constantly advertising drawings. The United States attorney will probably rule that the air is free and that no money is spent. He is wrong on this point, the letters written become a raffle ticket and cost two cents to send, telegrams cost 25c and up. This federal ruling is now purely discriminative. Anyway, every publisher must use caution and not lay himself liable."

MORE ADVERTISING

FORD ADVERTISING, ONCE MORE

HERMAN ROE, famed publisher of the Northfield (Minn.) *News*, for some years chairman of the Advertising Committee of the N. E. A., and during 1925-6 vice-president of that organization, has completed a survey intended to settle a lot of questions and rumors floating around about Ford Motor Co. advertising in the community newspapers of this Country. The following is his report to the *N. E. A. Bulletin*:

THAT the N. E. A. provide the impetus for "a big united action in swinging Ford advertising back into the country papers" is a suggestion that comes from the executive secretary of a state press association.

Backing up his suggestion this secretary writes as follows:

"You know the local Ford dealer was always a good advertiser when he ran his own business, but when Henry took away all of his personal rights the newspapers have been getting the small end. I am informed now that Ford instructs his dealers to do no advertising unless he o.k.s the copy.

"Each dealer as you know is assessed so much per car for advertising. This all goes into the jackpot in Detroit. Out of it comes two house organs for the Ford Company, the magazine advertising, the billboard advertising, and if there is anything left it may get into the local papers. The space for the country papers has been cut down each year and now I understand they are cutting ever farther this year. The Ford dealers are agitated over it and through the help of the local newspapers they could be enlisted.

"In addition to taking the advertising away Ford is also furnishing letterheads, statements and other printer material to his dealers at cut-throat prices.

"The Ford business has been built on the good-will of the country press and it seems to me that a strong campaign from the N. E. A. could bring pressure to bear to show that the present policy is bound to divorce this good will."

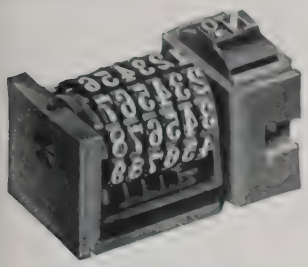
Upon receipt of the above letter a questionnaire was sent to the publishers in a number of states asking for definite information relative to the Ford Motor Company's advertising policy as it affected the country press. Replies received from Iowa, Kansas, Michigan, Minnesota, Nebraska, Pennsylvania and Wisconsin, reveal:

1. That local Ford dealers are free to do any advertising they wish to pay for independently and it is not necessary to get the Ford Motor Company's O. K. on such copy before it is published. One publisher writes, "It is not true that the local dealer must submit copy to the Ford Company for approval. He is urged to advertise used cars, service, etc., but must pay for this advertising himself in addition to the assessment per car."

2. At the present time Ford dealers pay into the advertising fund, to be expended under the direction of the Ford Motor Company's advertising department at Detroit, the sum of $2.50 for each car sold. (The sum was $3.00 per car formerly.) Almost without exception dealers in country towns express disappointment over the share of this fund spent in their local home town paper and would like to see a more equitable policy adopted. The advertising fund obtained through the $2.50 assessment per car plan is spent by the company for direct mail, service letters, billboard, magazine and newspaper publicity. To a certain extent the local dealer has the say as to how he wants this money spent. That is, he can request all billboard or he can request newspaper ads as desired.

3. Compared with former years Ford advertising in the country press shows a reduction in lineage at the present time. This is the situation in most towns, especially where there were live Ford dealers who realized the benefits of investing in business-building publicity. Since the Ford Company launched the fixed-assessment-per-car policy for advertising purposes many local dealers feel they have invested their limit in advertising and therefore do no independent advertising. In such cases the local paper has suffered a reduction in Ford business. The general Ford advertising prepared and placed by a Detroit advertising agency, is now appearing in a large number of country weeklies —the manager of a Ford distributing branch states that the 1926 list of

Announcing NEW AMERICAN Numbering Machine



ALL STEEL ~ TYPE HIGH ~ MODEL 64

6 Steel Wheels Numbering up to one Million. Cold Rolled Steel Case. Tool Steel Drop Ciphers. Solid one-piece Steel Plunger.

Price 6 Wheels **$10.00**

GUARANTEED

REPRESENTING THE UTMOST IN VALUE

Carried in stock by all branches of the American Type Founders Company and all Printers Supply Houses.

№ 123456
Fac-Simile Impression

AMERICAN NUMBERING MACHINE CO.
Shepherd and Atlantic Aves., Brooklyn, N. Y. Branch: 123 W. Madison St., Chicago, Ill.

HOWARD LEDGER HOWARD ENVELOPES HOWARD LAID BOND

HOWARD BOND

WATERMARKED

"THE NATION'S BUSINESS PAPER"

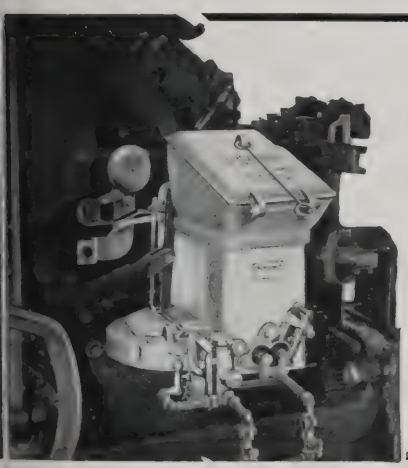
Howard Bond is particularly adapted for letterheads, billheads, and all office forms. Its high quality combined with its moderate price makes it popular the country over.

Compare It! Tear It! Test It! And You Will Specify It!

New York Office 280 Broadway

Manufactured by
THE HOWARD PAPER CO.
URBANA, OHIO

Chicago Office 10 S. LaSalle St.



WHY PIG METAL?

Save the cost of remelting—Save the life of your metal. Use
The Mono-Melting System
USED BY THE INLAND PRINTER

The high quality composition in THE INLAND PRINTER is made possible by the use of Monomelt slugs. ¶ Hundreds of modern composing rooms use the Monomelt System for clean metal — solid slugs — automatic feeding — perfect temperature control — increased production. ¶ 2000 Monomelts in use — both electric and gas models.

Send for information and comments of Users.

THE MONOMELT COMPANY
4506-16 Ravenswood Ave., Chicago, U.S.A.

BAUM
FOLDERS

Cut Hand Folding Costs
90%

Write for particulars to
RUSSELL ERNEST BAUM
Philadelphia, Pa.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

No Need to Look Farther for an Efficient Staple Binder

The **ACME No. 6½**
will meet all of your requirements

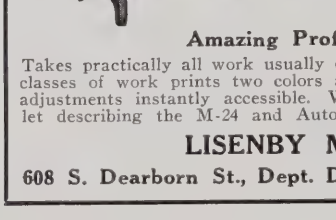
The Acme No. 6½ Staple Binder is the most compact, rigid and efficient binder for printers. It binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire.

The only adjustment necessary is for different degrees of work. A straight downward pedal stroke and a ten inch reach for the insertion of work. Equipped for flat and saddleback work.

Write for Catalogue.

Acme Staple Company
1643-47 Haddon Ave., Camden, N. J.
ESTABLISHED 1894

M 24 with Autofede



SPEED!

Up to 4800 an Hour
3600 on Quality Work
With the

M-24

Amazing Profit Producing Job Press

Takes practically all work usually delegated to 10x15's and on many classes of work prints two colors at one impression. All operating adjustments instantly accessible. Write today for illustrated booklet describing the M-24 and Autofede.

LISENBY MFG. CO.
608 S. Dearborn St., Dept. D. **Chicago, Ill.**

THE biggest Newspaper Publishers in the U. S. A. and Canada read

"NPJ"

Mailed directly to their Homes for Their Private Reading Tables

"NPJ" ROUND TABLE
(CONTINUED)

such weeklies is larger than ever—on a twice-a-month schedule, the advertisements measuring 24 inches (3 columns wide by 8 inches deep). Information as to how the list of papers now being used is compiled has not been obtained. Some papers that formerly received this business report that they are not getting it at present. One publisher who lost the business reports that in response to his letters to the branch office he got the business back.

4. The Ford Motor Company does offer to furnish its dealers standard printed office supplies at prices which the local printer cannot meet in handling a single order. This service is evidently not pushed very aggressively by the Ford Company as several publishers report that the local dealer knows nothing about it and buys his printing locally. Another publisher reports that his dealer is "even forced to take this printed service and is hot under the collar about the company's advertising policy." Other publishers frankly admit that this service to dealers has meant a loss of revenue to them. Since other manufacturers offer the same service to their dealers, as for instance in the farm implement, automobile tires, batteries and other nationally distributed lines, the loss in revenue from job printing amounts in the aggregate to a very tidy sum and creates a serious situation for the printer-publisher of the country weekly who is fighting the battles of the country town.

From the facts obtained through this survey it is evident that the local dealer is the key to the situation and through him the publishers of country weeklies should work in order to bring to their papers a larger share of the Ford advertising. That local dealers are making their demands felt and that the country weekly is due to receive greater recognition by the Ford Company is apparent from the following editorial clipped from the April 22nd issue of the Ionia, Michigan, News:

"A decided change in the policy of Ford advertising was recently announced by George W. Cushing, of McKinney, Marsh & Cushing, Detroit, who handle what is undoubtedly the world's largest single advertising account. According to Mr. Cushing, who visited Editor Seth B. Jacobs of the Brighton Argus last week, the Ford company has decided to cut out all of its billboard advertising, also cut down on its magazine advertising and use the amount heretofore expended in this way to increase advertising in the country newspapers. The company has become convinced, Mr. Cushing says, that it is the country newspaper circulating in the midst of the biggest buying power in the world that sells the most Ford cars. For several years it has been noticed that the well managed country weekly, doing business on a business basis, was one of the best advertising mediums for manufacturers of nation-wide necessities. McKinney, Marsh & Cushing will find they have made no mistake in converting the Ford Motor Company to this viewpoint."

Mr. Ford wants to use the country press, but there are many obstacles for which the publisher himself is to blame. If as the result of this N. E. A. investigation improved methods can be brought about it will be of great benefit to all concerned.

COMMISSION ON CHAIN STORE ADVERTISING

A member of the Canadian Daily Newspapers Association refused to grant commission to a recognized advertising agency on the local advertising of a branch store of a chain organization, and fought out the issue successfully. The newspaper reports:

"The advertising service sent us a contract covering the advertising of the store at gross rates. We returned the contract stating we did not allow commission on local advertising and if we were to accept a contract it would have to be net rates Today we received a revised contract at net rates and though that you would be interested, as the matter of agency commission on local chain stores is a live topic at this time among the newspapers. We have also a contract with the ..... stores at net rates, the advertising coming through the ..... Agency. The .....'s Company have leased a store in this city and expect to open a branch shortly and the advertising will likely come through an agency when the matter of commission will likely come up again. With so many chain stores opening up the newspapers should adopt a policy allowing no commission to agency or individual. It would not be fair to local owned stores in competition with the chain stores."

COMMUNITY BUILDING

BIG FARM BOY AND GIRL PROJECT

TWENTY THOUSAND WISCONSIN farm boys and girls, enrolled in Rural 4-H Clubs, will be eligible to numerous prizes of pure-bred stock and other awards offered by the Milwaukee *Journal* at the big round-up and annual club banquet at the State Fair in Milwaukee, on September 2.

Wisconsin 4-H Clubs have been organized in every county and are supervised by local leaders who, in turn, keep in touch with headquarters at the college of agriculture, University of Wisconsin, Madison. For the individual livestock and poultry exhibits, the *Journal* offers a chance for boys and girls to acquire pure-breds to their herds or flocks. To the boy or girl showing the best Holstein will be awarded a purebred Holstein heifer bred and raised on the Gustav Pabst farms near Oconomowoc, Wisconsin; the best Jersey, a pure-bred Jersey heifer; the

"NPJ" Classified Ads

Address: NATIONAL PRINTER-JOURNALIST
129 Michigan Street
Classified Dept. Milwaukee, Wis.

ADVERTISEMENTS are inserted under this classification 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most believable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them the following prices:—

Daily Three Months $5.00
Daily Six Months $7.00
Weekly Twelve Months $5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.
426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they print more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us."

Best Guernsey, a pure-bred Guernsey heifer; the best Duroc Jersey, a pure-bred Jersey gilt, the best Yorkshire, a pure-bred Yorkshire gilt; the best Shropshire, a pure-bred Shropshire ewe lamb. Prizes for winning fowl exhibits will also be of pure-bred stock.

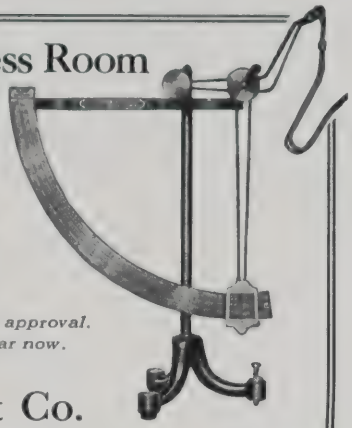
No member may enter more than one exhibit in any class. Prizes will be awarded on the basis of the animal or bird exhibited in each case, but each animal or bird exhibited must be by club individual and a satisfactory record book must accompany each exhibit.

Each club at the Fair with exhibits—calf, sheep, swine, poultry, field and garden foods, canning and clothing is eligible for the state championship club contest. The winning club in each class will be presented with the Milwaukee *Journal* "First-by-Merit" award. In addition, each member of a winning club will receive an appropriate certificate of honor as a member of the First-by Merit Club.

Any Wisconsin 4-H Club boy or girl is eligible to enter the livestock and poultry judging contest. No individual may enter more than one class. The winner in each class will receive a wrist watch. There will be separate classes in judging dairy cattle, sheep, swine and poultry.

In addition to the judging contests, which have been staged in past years, the *Journal* is establishing for the first time, a home economics contest for the girls. No individual is eligible in more than one class. The winner in each class will receive a wrist watch. There will be separate classes for judging food and clothing. Prizes which the *Journal* will give are in addition to the prizes offered by the State Fair Association.

Equip Your Press Room
with a
Cady Scale



This scale determines whether your paper is over or under weight.

All goods sent on ten days approval.
Write for life size circular now.

E. J. Cady & Co.
549 West Washington Boulevard, Chicago, Illinois

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
Success Bond
Old Council Tree Bond
Chieftain Bond
Neenah Bond

Check √ the Names

Wisdom Bond
Glacier Bond
Stonewall Linen Ledger
Resolute Ledger
Prestige Ledger

"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

Cleans Caked Type

Old, dried ink dissolves and is easily wiped off, leaving the type clean and dry—with no trace of grease. Phenoid dries almost instantly.

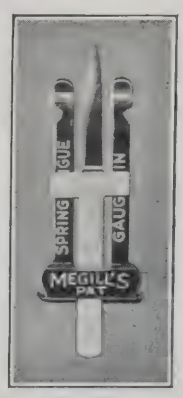
Phenoid guarantees clean, unmuddied runs, and cuts down waste of paper for trial sheets.

Free from acid, alkali, abrasive, or water.

CHALMERS CHEMICAL CO., 123 Chestnut St., Newark, N. J.

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

TRY—AT OUR RISK—Send for a quart can of Phenoid. When you have used it, pay us if you are satisfied. If not—send back the bill.



$1.80 doz.

MEGILL'S
GAUGE PINS
for Job Presses

Always uniform and dependable.
We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

GARDINER METALS

Are Ideal for

Newspaper Plants

THE production of a modern daily newspaper demands the use of standard metals which do not vary in quality and performance.

GARDINER METALS — standardized in purity, content and as to method of alloying — will insure uniform casting results. They can be depended upon to aid, day in and day out, in producing a clean cut attractive newspaper.

When next in need of Linotype, Monotype or Stereotype metal specify "GARDINER." Its use will improve your printing results.

Where Quality Metals Count
Gardiner Metals Are Used

Gardiner Metal Company

Established 1901

1356 West Lake Street, Chicago, Ill.

ATIONAL PRINTER JOURNALIST

PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

The LABOR of THINKING

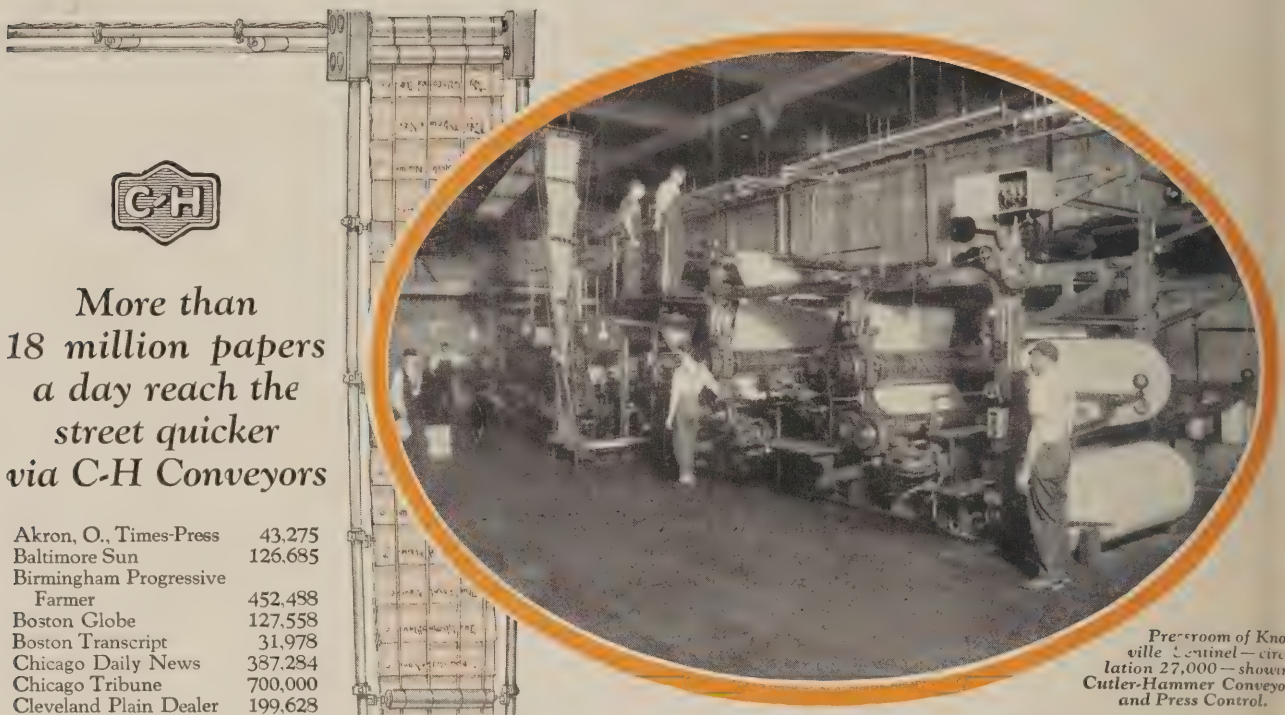
HARVEY S. FIRESTONE
in "Men and Rubber"

THINKING is the most difficult thing in business. Almost every man tries to dodge it or find a substitute for it. We try to buy thoughts ready-made and guaranteed to fit. There are many elaborate schemes of fooling one's self into believing that talking is the same as thinking. The easy way is to be so busy that there is no time left over for thought.

AUGUST, 1926
Number 8 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

Hit the street earlier — it pays



Pressroom of Knoxville Sentinel—circulation 27,000—showing Cutler-Hammer Conveyors and Press Control.

More than 18 million papers a day reach the street quicker via C-H Conveyors

Akron, O., Times-Press	43,275
Baltimore Sun	126,685
Birmingham Progressive Farmer	452,488
Boston Globe	127,558
Boston Transcript	31,978
Chicago Daily News	387,284
Chicago Tribune	700,000
Cleveland Plain Dealer	199,628
Columbus Dispatch	103,526
Danville, Ill., News	21,432
Charleston, W. Va. Mail	13,133
Kansas City Journal	145,778
Kenosha News	9,450
London, Eng., Daily Mail	
Milwaukee Journal	132,813
Montreal Gazette	31,798
New York World	309,386
Palm Beach, Florida, Post	8,519
Philadelphia Bulletin	520,072
Philadelphia Inquirer	287,157
Philadelphia Public Ledger	123,594
Pittsburgh Post	141,962
St. Louis Globe-Democrat	225,579
San Francisco Examiner	172,293
Sioux City Journal	8,054
Sydney, Australia, Bulletin	
Toronto Mail and Empire	114,767
Tokio, Japan, Asahi	

And hundreds of others.

Circulation based on January, 1926, Standard Rate and Data.

A total of more than 18,000,000 papers are handled every day by C-H Conveyors

You can do it with C-H Conveyors

Not hours, or minutes, but *seconds* frequently make the difference between stale news and a "scoop"—especially where the story is "big" and the competition keen.

You can push the "dead line" ahead—yet your papers will reach the street earlier via C-H Conveyors. Carrying them in a steady stream, just as fast as the presses can deliver, C-H Conveyors take the papers up, overhead, around corners, through a ceiling or a wall and lay them down in counted piles, just where you want them—on the delivery or mailing tables.

C-H Conveyors eliminate the press-to-street "bottle neck" in newspaper production. They prevent waste, eliminate labor and SAVE TIME. Papers, large and small, from London to Tokio, are using them. Write for particulars today.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WIS.

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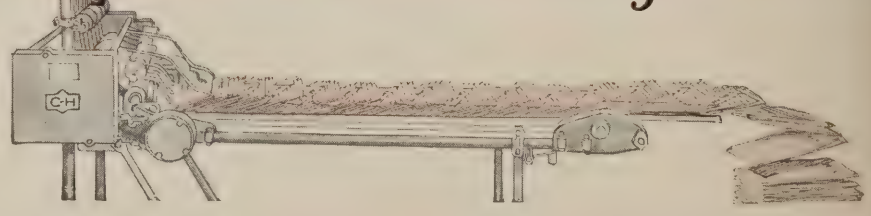
Newspaper Conveyors



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NATIONAL PRINTER-JOURNALIST

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Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., August, 1926 | No. 8

WANT more ADVERTISING? THEN MAKE BETTER-LOOKING PAPERS

"Swift Right-Hander" from an Authority in Typography, and Some Sound Advice from Another, With Illustrations

By JOHN L. MEYER

THE editor of *"NPJ"* was told last month by an authority in typography that newspapers are going to find it harder, and yet more difficult, to get and keep up advertising volume, insofar as they—large and small—fail to fall in line with the best and latest in setting, make-up and printing.

This authority deplored the "apparent indifference" of many newspaper executives toward typographical matters. He pointed out the progress being made rapidly among other advertising mediums toward producing and showing advertisements "which are not typographical and pictorial nightmares". He believed that attention for these items is giving the *magazines,* for instance, a large but unnecessary handicap over the newspaper as an advertising medium!

THERE are a lot of things to be taken into account in thinking about this, nd in doing whatever may be necessary. ome of the largest and most successful ewspapers in America have made arked changes recently with the purose of improving their typography. Not nly in the advertising columns, but all rough. Some of them have been oberving very strict rules for a number of ears, as to black type, reverse zincs, and o on. Others, it may be said, have made nprovements in step with the greater rosperity which has come to newspapers ince the war. Again, others have felt nable to make improvements. They must rst have better returns for their space nd other products. Some, indeed, *appear* o be utterly indifferent.

The editor's impression is this: As a ule, by and large, newspaper publishers *ant* to get out better-looking newsapers, particularly better-looking adversing columns and sections. This is not ll in consideration for the advertising, or or the future of newspaper advertising s against other mediums. It is a matr of pride in the profession and business, o. And, I believe it is right to say that a large majority of instances, advancement in content and appearance of newspapers has not lagged behind increased revenue and prosperity.

SOME FACTS TO BE TAKEN INTO ACCOUNT FOR PROGRESS

ONE other point: Many newspapers would look better if those who make them knew better how to improve them in appearance. I have in mind those many earnest students in the profession who are striving to go higher up in all of their work—we may leave out of consideration any who are simply incapable of appreciating good typography.

Now, a few of the students among the progressive publishers and printers have been disappointed in what has been offered them in the way of advice and counsel in matters typographical. There has been a lot of mere "preaching" about it; a lot of denunciation without anything concrete.

Incidentally, I want to repeat this: There has got to be closer co-operation, understanding and team work between the editorial side and the composing and press room sides to improve appearances of newspapers; there has got to be closer co-operation and team-work between the advertising departments and the mechanical side, in order to have better-looking newspapers, better-looking conveyors of advertising. Without this closer co-operation, with lack of adequate revenue, and with lack of educational facilities, there can be no real, rapid or great typographical progress in the newspaper field. *"NPJ"* has endeavored to publish articles —*experiences,* not preachments—which appear to be actually helpful toward co-operation, increased revenue and higher education, and is looking for more!

WHEN THINGS GET GOIN' "LIMPY"

By LORING ROPER
The American Machinist

WHEN things get goin' "limpy"
An' the work ain't comin' through,
WHEN the foreman's kinder worried
And machines drop out of biz—
THEN'S the time the Big Boss better
Ask himself a thing or two—

AN' quite frequent he'll discover
That the things that make work lag
Can be traced back to his office—
That's the start of many a snag.

'STEAD of leading—he's been BOSSIN'—
Razzing foremen—hard an' raw—
Just the Boss can stop the trouble,
He must set his methods right!

UNIQUE MAKE-UP LECTURE IS GIVEN BEFORE N. E. A.

AT THE 1926 convention of the National Editorial Association, John E. Allen, editor of the Linotype *News,* gave an illustrated lecture on newspaper typography which is in many respects unique and in line with the class of material *"NPJ"* likes to print for its readers —thoroughly practical and illuminating.

Your Own Newspaper
Home City This Day and Year
Big Man Lost In Passing of Victor Lawson
Postal Rates Discussed at N. Y. Meeting
12 Progressive Plants Have Added 135 Linotypes Since Last Issue
I. T. U. Meet At Kalamazoo Big Success
Many Ord For Linot Pouring
George A. Faber Heads Craftsmen
Brief News Items of Meetings In Various Sections of Country
PUBLIC SALE
Saturday, May 22, 1926
Sale Starts 9:30 A. M.
Terms made known on day of sale
FOURTH & CENTRAL TRUST CO.

ADS ON the FRONT PAGE? YES, or NO? A DEMONSTRATION

Typographical Expert Used This to Show Glaring Error of Placing An Unsightly Advertisement on an Otherwise Attractive First Side, Loosely Locked Up and Wholly Out of Harmony with the Remainder of the Make-Up, Typography and "Spirit"; What do YOU Think?

Speaking on "The Physical Appearance of a Newspaper," Mr. Allen, made up before the members of the N. E. A. a dozen different newspaper pages. It is the first time any talk on newspaper make-up had been presented in such a way as far as is known. One photographically enlarged newspaper body page, 4 feet wide by 5½ feet in depth was used as the basis of all the pages shown and explained. Against this background were superimposed, as the talk proceeded, the headings and other units making up each page, all units in the same scale.

Mr. Allen began by showing the *wrappers* of two different newspapers—an unsightly wrapper and a neatly, appropriately printed one. "The first impression a subscriber by mail gets of a newspaper," he said, "is from its wrapper. If the wrapper is neatly, appropriately printed, it not only attracts favorable attention, but advertises the paper, the city, and the state."

MR. ALLEN emphasized the point that a paper may be excellent in news and editorial content, but if it is not attractive typographically it will not appeal to the reader as it would and should. "Type faces should not be over-ornamental," he said, "should not attract too much attention to themselves, and the various faces used in a paper should harmonize with each other. Many papers use too many faces. *More care should be taken in selecting type faces for a newspaper than in furnishing the front office,* for many more people see the paper.

"At least the first few lines of each story should be leaded, to lead the eye in. Headings should be well leaded, particularly capitals.

"A half inch margin of white spaces should appear on each side of the type page and at the bottom, with slightly more perhaps at the top. Many papers have margins of white space too wide.

"Column rules should start right under running heads, not a pica below, and should show no breaks between sections when pieced."

THE first six-column front page shown contained only one display face, a Gothic, with the smaller heads in the bold face of the body matter used. "'Anchor heads,'" the speaker stated, referring to the main Gothic heads used at the top of the page, "should not be treated

Your Own Newspaper
Brief News Items of Meetings
In Various Sections of Country
12 Progressive Plants Have Added
135 Linotypes Since Last Issue

WHAT IS RIGHT AND WHAT IS WRONG WITH THIS PAGE?

Mr. Allen Believes that the Make-Up Demonstrates a Well-Balanced First Side with Interesting Illustration Treatment in the Older Style, but with the "Free" or "Floating" Headings Somewhat Out of Harmony in "Color" with the Head Dress at the Top of Page

as 'floating' heads; that is such heads should not be used down in the body of the page. They do not belong.

"The only heads that should be used in the body of or below the center fold of such a page should be the smaller bold-face lines, in two-line or one-line heads, with the one-line heads toward the bottom. One-line heads should not be placed above two-line heads on a front-page makeup of this sort.

"The front page of a paper is its show-window and should contain as many interesting items as possible, even if it is necessary to 'jump' several of the stories to other pages," he said.

Attention was directed to the name-plate used at the head of the page. Above and below the date line were oxford rules, with the lower rule inverted.

"About six points of space," the speaker said, "should be used above and below the date line; little more than this; surely not less. Many papers carry too much space between such rules, and some use rules less appropriate for such use than oxford rules. Parallel or hair-line rules do not present quite the same 'authority' as do the oxford when used with date lines.

"The ears in this name-plate are important items and should be used to call attention to leading features in the paper or to campaigns being carried on by the city or state, or to boosting the circulation or the advertising of the paper. One good weekly carries in one of its ears a calendar of the current month."

THE second six-column front page makeup was in capitals and lower case of Bodoni. "Such headings," Mr. Allen said, "are much easier to read than headings set entirely in capitals. Besides, the page has a more-finished appearance. The two double-column two-bank heads below the fold of the front page relieve the monotony that otherwise would obtain were headings of smaller size used below the fold. Light parallel rules seem more in harmony for use as cut-offs than would oxford rules or hair-line rules."

In referring to the seven-column front page makeup, set in Cheltenham Bold, attention was directed to the virile appearance of the page. One item featured in that makeup was a single-column box headed, *School Notes*. "Many families," the

ONE WAY TO BUILD READABLE EDITORIAL PAGE

John E. Allen, Editor "Linotype News", in Action at N. E. A. Convention in Los Angeles, on Better Make-Up

THE Speaker pointed out that the first three columns have been set wider than the rest of the page, and in a larger size type, with more leading. He insisted that regular departments on such a page add interest to not only the page but the editorials. His masthead, featuring the N. E. A. emblem, gave the names and addresses of correspondents in other communities, believing such a plan will tend to improve news service to the paper by enabling readers to turn in news items.

speaker said, "are interested in such notes, and some publishers find it advantageous to treat them conspicuously in the paper."

After this page had been made up, a large disfiguring advertisement was placed on the page. "This is a good way to spoil the appearance of any front page," the speaker said. "Some publishers place advertisements on their front pages simply because advertisers ask them to do so. The publisher doesn't tell the merchant how the merchant should sell him his goods. He simply follows the regular course of the purchaser of hardware. And the publisher shouldn't permit the advertiser to tell him how to run his paper."

The way to lighten up black illustrations with white lines was demonstrated. "The ornamental jim dashes," the speaker said, "give character to the main headings. The italic heads give sparkle to feature stories."

It was pointed out that single-column boxed items should be set with an ample shoulder of white space on each side, with corresponding margins of white space at the top and bottom of the boxes; that the body matter of such boxes should not be set wider than 11 picas in a column 12½ picas wide. Such boxes preferably should be in bold face. "A leading metropolitan publisher claims that a boxed item has a better chance of being read than a main news story."

Back Page Make-Up Not Least Important to Papers

A BACK page was shown, with carelessly composed advertisements placed disadvantageously on the page. Then a much better back page was made up. A running head was placed on the page, and the advertisements used — much more pleasing individually and more in harmony with each other —were pyramided to the right. In the upper left hand corner was shown a two-column boxed head featuring "Live State News."

"Too many newspapers omit running heads," the speaker said.

"This seems to me to be a serious mistake—the neglect by the publisher of an opportunity to advertise his paper, city and state. When the average person tears out a news story to send to some one in another community, and the page from which the story is torn does not contain a running head, the receiver of the clipping seldom knows from which paper it was clipped or the date the item was printed."

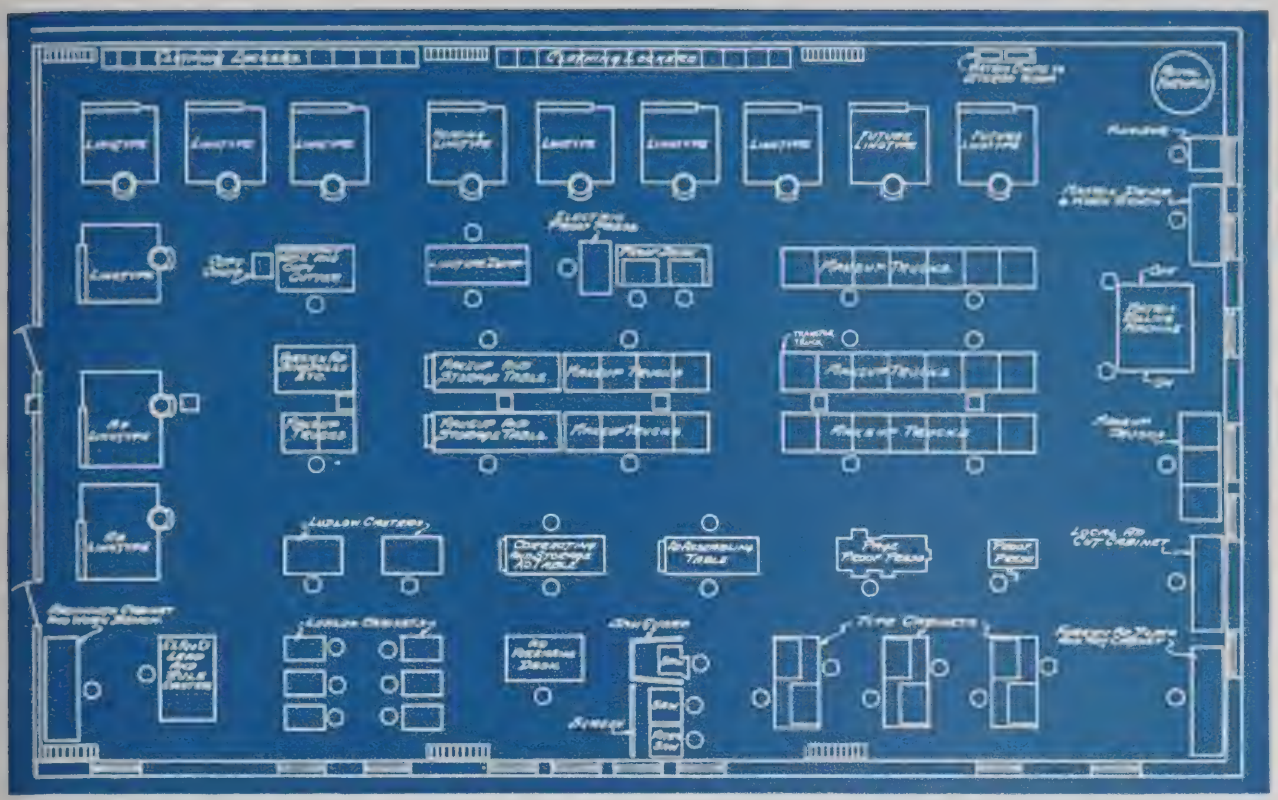
A half-column of black, disfiguring theatrical advertisements were shown on the page alongside of two resettings of the same matter in much more attractive and readable type faces. "Resetting," the speaker said, "not only made these particular theatrical advertisements more attractive and readable, but gave the other advertisements on the page an equal chance to be read. It is not being fair to the other advertisers on a page to place alongside of their well-composed advertisements unduly black and otherwise disfiguring advertisements from other buyers of space. The same applies, of course, to advertisers of every kind."

A classified section was shown, with attention directed to the fact that the smaller face used could be set fourteen lines to the inch. "The outline display faces," the speaker said, "relieve the monotony of such a page and display the advertisers' statements to better advantage."

Editorial Pages Helped by Improvements in Typography

THE last page shown was an editorial page, with the first four columns converted into three columns of ten-point sixteen picas wide, with increased shoulders of white space on each side of the column rules. The masthead displayed the emblem of the National Editorial Association, stated the subscription rates of the publication, as well as statements for the benefit of prospective advertisers. Also featured in the masthead were the names and addresses of correspondents in other communities, that readers of the paper in those communities could establish direct contact with those correspondents. The statement was made that the masthead should not be kept standing so long that it becomes unreadable. It should be reset occasionally. Several casts can be made at one time and the extra lines put away for future use.

Some publishers make the mistake," the speaker said, "of setting some of the columns too wide on the editorial page. A good rule to follow is that the column width should be no wider than an alphabet and a half of lower-case of the type face used; that is, should be not wider than forty lower-case characters of the face employed. The wider the column, of course, the deeper should be the leading."



COMPOSING ROOM, DANVILLE (ILL.) COMMERCIAL-NEWS

—Layout by Engineering Dept., Barnhart Brothers & Spindler—

Equipment includes two Miller Saws; three Mohr Lino-Saws; Wesel Electric Proof Press; Hamilton Cabinets, Make-Up Tables, Dumps and Lay-Out Desks; Art Metal Ad Cabinet; Hamilton Copy Desks for Linotypes; Elrod Caster; Ludlow Typograph; Duplex Stereotyping Outfit; Universal Pneumatic Tube System, and Acme Sprinkler System

NOVEL STUNTS, ALL THE TIME

Daily Which Now Embodies Four Other Dailies and Two Weeklies in Small City, Can Lay Claim to Many Original Plans Used Later in Other Places

By NORTON JAMES

WHAT does a newspaper do, to deserve the title-slogan, *"The Paper That Does Things"*—and, in this case, a slogan which you hear other newspaper publishers mention quite naturally when talking about the contemporary that uses the title?

The Danville (Ill.) *Commercial-News* adopted the aforementioned slogan early in its career. As indicated, everyone speaks of it as *"The Paper That Does Things"*. The phrase is heard at press association conventions as regularly, comparatively, as in Danville and vicinity. It appears somewhere in the paper every day, and right under the name of the paper on the letterheads and promotional matter.

The *Commercial-News* claims the largest circulation of any paper in a town of similar size in the United States.

OWNERS of the Danville daily are J. H. Harrison and W. J. Parrett. They got control of the *Commercial* about twenty-eight years ago. At that time there were four dailies and two weeklies in Danville. None had a circulation of over 1,000.

Putting a policy of "doing things" for the community—and the paper—into effect, the owners began to make a dent. Then came consolidations. First the *News* became a "handle" on the *Commercial*. Two of the other four dailies were morning issues. Some will remember the Danville *Press* and the *Democrat*. These, too, became part and parcel of the *Commercial News*.

Duplication of circulation was carefully eliminated and the net showing after that was not much over 1,500 copies net-paid per day. Today it's something over 23,000. Meanwhile the plant has been kept constantly up to the *N*th degree of efficiency and equipment, and today the paper issues from a plant which home folks and contemporaries speak about as the "quarter-million dollar outfit."

The publishers frankly state that they have tried just about every circulation building plan they ever heard of, and in most cases were

WORK DISTRIBUTOR IN FOREGROUND GOOD STARTER

View of Danville (Ill.) Commercial-News Composing Room; Worthy of Close Study with "NPJ Blue Print"

rewarded satisfactorily. The circulation gains have stuck tight. They have not been sensationally fast, but they have stayed put.

IT SEEMS fair to say that the holding of gains in circulation, advertising volume and otherwise, are largely due to the policy of doing things. Here is a string of the stunts and demonstrations of the *Commercial-News*:

Raising funds for the aleviation of disasters; producing moving pictures of the parents of boys who went to France in the Big War, and then sending the pictures across to be exhibited in the "Y" huts "over there to the boys; "community Christmas trees, said trees being located on top of the *Commercial-News* building! Dollar Days; public golf course projects; a city zoning commission, and a city park commission.

When the *Commercial-News* starts anything now, the community always feels that the project is going to go over in fine shape. Nothing succeeds like success.

And, yet, time and again, the projects have appeared to issue from the mind and heart of some citizen of Danville or a group of them. Get the idea?

One claim of the Danville *Commercial-News* is that it originated the now famous "Dollar Day" stunt. There are a number of claims among newspapers in various parts of the Country to the origination of this plan. Mr. Parrett doesn't hesitate to make and hang onto it for his paper. "We do not ask any special credit, but 'Dollar Days' were born in this plant," he declared. "We established this project originally and have furnished detailed plant to some 212 newspapers in the United States and Canada, I do not believe that today there is a town of any size on the Continent which has not given the Dollar Day idea a try.

"Here it continues to bring in twice as many people as the biggest circus day on record in Danville."

The Public Golf Course of Danville was the first public golf course in Illinois, outside of Chicago. It was not an easy thing to promote because golf was not as popular in those days as it is now, and it took some hard work to convince the Common Council that one of its beautiful parks should be turned over for a public golf course. The *Commercial-News* was able to do this, however, and today golf is one of the most popular sports in the city of Danville.

JOHN H. HARRISON

Editor, Danville (Ill.) Daily Commercial News

Danville was handicapped in its water supply. The *Commercial-News* agitated the building of a reservoir for a number of years and through its untiring efforts finally succeeded in getting the owners of the water works system to enter into a contract whereby the county would take care of roads across a large, proposed lake and the water works company would furnish the land to be inundated to make the lake, and also the dam. The project gained Danville a lake nearly nine miles long and the city is assured an abundant water supply.

The City Plan which carried with it the Zoning System will be one of the great local benefits in the future. Danville, like a great many other cities, had been added on by different subdivisions; streets did not parallel each other and many other undesirable conditions existed, such as oil stations and grocery stores being erected in first-class residential districts. The City Plan Commission is now active and the Zoning Plan put in force. The *Commercial-News* inaugurated this plan and pushed it to completion.

THE quarter of a million dollar plant of the *Commercial-News* includes the new $176,000 home, which is the realization of the dream of Mr. Harrison, editor, and Mr. Parrett, manager. Mr. Harrison bought the *Commercial* in December, 1897. He was joined by Mr. Parrett six months later. It was in 1903, that the *News*, which was located on the present site, and which was published by the late William R. Jewell, was bought and the two papers consolidated as the *Commercial-News*.

The new home has a Bedford stone front, rubber tiled floors, entrance and lobby of Alabama marble, a modern editorial room and one of the best lighted, arranged and equipped composing rooms in the Country.

Aside from the cost of the building, $176,000, there is more than $139,000 invested in machinery and equipment.

Readers of *"NPJ"* may be interested in writing to Danville for a copy of the booklet issued by the *Commercial-News* anent its new building. Lots of illustrations and few words.

AMONG the executives of the paper are: Clyde Gibson, managing editor; Arthur E. Price, advertising manager; Anna Hogan, office manager; L. C. Schultz, classi-

CLASSY FRONT ELEVATION ON PROMINENT STREET
Illinois Daily with Striking Slogan Recently Moved Into New Home Which Rivals Largest in Country in Efficiency

fied manager; John Cope, mechanical superintendent; W. G. Leamon, press room superintendent, and E. C. Hewes, circulation manager.

Press room equipment includes a Duplex Tubular, capacity 30,000 an hour of 24 pagers, and a Cutler-Hammer Conveyor—the latter supplanting four boys who carried the run to the mail and newsboys' rooms.

A good many of the local advertisers, according to the composing room superintendent, have become keenly interested in the Ludlow and Elrod equipment which is one of the cherished possessions of the *Commercial-News.* The advertising department has found it quite advantageous to show the outfits for casting display and strip material to patrons. "It is a good way to get them to understand the mechanics of advertising better", said one of the ad-men, "and has helped us to sell them better service."

IN making plans for the new home of "The Paper That Does Things," ample provision was made for the classified department. This is located on the ground floor on the right hand side as one enters. Three telephones, connecting with the central switchboard, afford every facility for patrons to call and give in their classified ads, and the furnishings, like that of the other departments, include steel desks, with linoleum tops.

W. J. PARRETT
Manager, Danville (Ill.) Daily Commercial News

The advertising department functions somewhat after the manner of an editorial division. It has its staff of trained writers, men amply able to prepare readable copy.

This department has its cut and matrix service, containing not only pictures of up-to-the-minute wearing apparel, but machinery, automobiles, bicycles, fishing kits and other merchandise.

Solicitors from the advertising department, both display and classified, cover regularly assigned territory, similar to the so called "beat" of the news gatherer.

The large staff of carriers is "kept on the toes" constantly with special rewards for new subscribers, especially newcomers in Danville. The rewards used include things which boys and girls like. Such rewards have been found more attractive and stimulating than cash.

The local telephone number of the *Commercial-News* is "One Thousand."

YOUR HOUR SELLING RATES? TOO LOW?

Southern Californians' Cost Expert Sets Up Examples for Getting Facts

By E. W. NOBBS

BEN H. READ, Executive Secretary, Southern California Press Association and of the Franklin Association, (which have reached a competent co-operative basis) has announced another progressive step in the appointment of Mr. Nobbs as field representative, assisting in installing cost and accounting systems and holding local and district meetings throughout the territory. Mr. Nobbs has owned and operated a number of printing: publishing plants in the west.

HOUR selling rates in the printing plant represent economic values. Hour selling rates for various departments of a plant may be found in manuals. The data shown are the basis for the pricings shown in such manuals. They are determined by the most economic methods of production in a representative number of well-equipped plants. They include a reasonable margin above costs of production to provide a profit.

Yet, hardly a week goes by that some printer does not tell us that the hour selling rates in the manuals are much higher than in his own shop. Do these and other printers really know what the real hour selling rates in their shops actually are? Do they know how to figure them? True, we have found cases where hour selling rates were a trifle lower, but as a rule these plants did not measure up to the high standard of efficiency on which the manual rates were based, and more hours were required for specific operations, and these in turn, when sold at the lower cost rate, result in approximately the same selling prices as listed in the manuals.

Method for Finding Hour Rates Without Cost System

THE only way to arrive at the actual hour selling rates in a plant is to keep a complete cost system, figure the hour selling rates every month and striking an average once in six months upon which to base the hour rates. But for those who do not keep a cost system and wish to figure their rates, we give below a method by which they can come very close to the actual hour selling rates in their own shop.

The first thing to do is to get the general overhead expenses of the entire plant for a period of one year, and then divide by 52 to get the cost of overhead for each week. Overhead expenses include rent, taxes, insurance, electricity, gas, and the many office expenses such as telephone, stationery, stamps, office help, and organization dues.

If you have any bad accounts and spoiled work, and most offices do have during the course of a year, a certain allowance should be made for these items in overhead expense. If you have any selling expense or commission this should also be included as an overhead. Any office help that puts in full time in the office should be included as overhead, and if the owner or manager spends his entire time in the front office, then his salary would be figured as overhead.

There seems to be a difference of opinion among men of authority on cost systems as to how best to distribute this overhead expense, but after a careful study of the question from the standpoint of the average shop I believe that the sold or chargeable hour is the correct basis to be used in distributing the overhead expense.

E. W. NOBBS

Field Representative, Franklin Printers' Association of Southern California

When you have the overhead expenses for a week, you find out just how many chargeable hours your help is putting in each week. By chargeable hours we mean the time spent on work that is really chargeable to your customers and you include all of the help that is working in your mechanical department.

When you have determined the chargeable hours actually put in during a week you divide the cost per week of overhead by the number of chargeable hours and this gives you the cost per hour of all chargeable work turned out of your plant.

Example Worked Out With Typical Figures of Items

FOR example we will use the following figures: Owner's salary $50.00 a week, or $2,600 a year. Rent $600, Taxes $150, Insurance $120, Electricity $150, Telephone $60.00, Stationery and postage $150, Franklin Printing catalog $15.00, Organizations dues $37, office girl $1,000, spoiled work $50, bad accounts $50. This gives us a total of $4,982.00 for a year or $95.80 a week. If there are actually 110 hours of chargeable work in your office a week, it gives you 87c per chargeable hour.

The next step is to figure what you are paying help for productive work per hour. Determine the number of productive hours each person you employ puts in each week. Then find out just what you are paying for the productive work per hour.

To illustrate: Suppose you employ a foreman at $48.00 for 44 hours, machine man for $45.00 for 44 hours, pressman for $44.00 for 44 hours, and compositor for $42.00 for 44 hours. The total wages per week is $179.00 and the total hours they work is 174.

If all of this 174 hours was productive work you would be paying approximately a dollar per hour, but part of the time of these men is non-productive. We will suppose that out of the 174 hours of time put in each week 110 hours are productive. The wages being $179.00 per week means you are paying $1.62 an hour for the productive work.

Now add the cost per hour of chargeable work — 87c — and the average wage paid per hour for chargeable work—$1.62—and this gives you the hour cost for each employe in the shop of $2.49.

There are other charges which must be figured. The hour cost which we have so far determined

SOUTHERN California Editor—"There are some men in the printing business who never learn. They begin with the idea that they have no need of any knowledge of costs in doing business; that to keep books, so that a profit and loss statement can be made each month, is a useless waste of time; that to get business one must cut way below the recognized level of prices.

"All of which is detrimental to the printing industry, because the low level so made pulls down to this level the standing of the industry in which the printer is looking to for a livelihood.

"Printers can easily be divided into three classes, the business printer, the mechanical printer and the damphool printer."

EACH ISSUE of the paper should be treated as a separate job. The mechanical work of course is charged as for any job, but do not forget the extra items which enter into the cost of the newspaper which must be considered as direct expense to the newspaper, such as plate, electrotypes, postage, commissions paid on foreign advertising, cost of stock, and pay to correspondents, if you have any.

"And when you have the cost of your newspaper, then of course, you have a basis on which to work in perfecting your advertising rates."

epresents only the building to work in, the help to turn out the work and the overhead charges to run the shop, but does not give us any *equipment.* We must have type, presses, etc. and when we come to buy them we find they cost money. And when we invest our money in a plant we are entitled to interest the same as if we deposited our money in a bank and received interest every six months. We also know that machinery depreciates at the rate of 10 per cent each year.

TO get the cost of hand composition in your shop take a complete inventory of your hand composition department, including type, cases, racks, stones, leads, and every item that belongs to the hand composition department. Figure the interest on this investment at six per cent and the depreciation at 20 per cent and add the two. This gives us the depreciation and interest on the hand composition department for a period of one year. Divide by 52 to get the amount for each week.

Determine the exact number of hours of hand composition really put in each week and then get the cost per hour by dividing the amount by the hours. This represents the charge against the hand composition which must be added to the $2.01 which we already had. The two added together gives us the actual cost per hour of the hand composition.

Figuring on the same basis, you can find the hour cost for machine composition, job press, cylinder press, bindery, etc.

As an example of figuring the hand composition. We will presume the inventory of the hand composition department is $1401.00. Six per cent interest on this is $85.00. 20 per cent depreciation is $280.00. The two added gives us $365.00 for the year, divided by 52 gives $7.02 for a week. If there are thirty hours of actual hand composition a week you have 23c as the charge against the hand composition per chargeable hour for interest and depreciation, and this added to the $2.49 which we already had makes $2.72. This is the cost price per hour of hand composition. Add 25 per cent for profit and we have an actually selling price of $3.40 for hand composition. This is merely an illustration, as you must use the figures of your own plant to determine your own hour costs.

The other departments in your plant are figured in exactly the same way.

As already stated, only a cost system will give the exact hour cost, and the method outlined above is only used to give you some sort of an idea of how to figure costs.

REMEMBER; ADVERTISING CAN BE WON : : : & LOST

Alabama Publisher Points Out a Few Hits and a Few Misses Which Publishers Make

By MARCY B. DARNALL

PUBLISHERS who complain of poor advertising patronage should first critically examine their newspapers, to determine whether they are producing something really worthy of confidence and support. It may not be pleasing to say so, but my belief is that a newspaper usually receives just about as much patronage as it deserves.

It is unreasonable to expect a large volume of advertising in a sorry newspaper, carelessly edited, badly composed, poorly printed, with meager circulation. Such a paper must depend on hand-outs.

On the other hand, publishers who make the production of a tasty, newsy and otherwise creditable newspaper their first concern may maintain businesslike methods in dealing with advertisers. No progressive merchant will long ignore a newspaper which has the confidence and respect of the community.

CONCESSIONS to advertisers in the form of free readers, special position and cut rates are ruinous. The more concessions made, the more are demanded.

To prevent such a condition, adopt a flat rate and the pyramid make-up, and stick to it. There will be complaints at first, and some business may be lost temporarily, but if the newspaper is really worthy of support it is bound to win out in the long run.

When advertising has been secured, take care of it by seeing that it is set up as attractively as possible and free from typographical errors. Carelessness in the composing room is disastrous when all else is right.

MARCY B. DARNALL
Editor, Florence (Ala.) Herald

Never give an advertisement an additional free insertion to fill up the columns, and never run one longer than ordered. Some do, with

a consequent cheapening of their advertising space.

It seems impracticable to establish an arbitrary rate based entirely upon circulation. *The rate should be based,* rather *upon a fair profit over cost of production.* Some publishers with a circulation of 1,000 might make money at a rate of 20 cents an inch, while others would lose. In any event, *the newspaper should make its own profit, without depending upon the job shop to carry it along.*

Again let it be emphasized that the production of a creditable newspaper is the first and most important step toward the securing of profitable advertising patronage.

P.S.—While I read several trade journals regularly, I find yours especially interesting, and its fine typography is an inspiration in itself—*M. B. D.*

DOES IT PAY TO SELL LIVE LOCAL TO CITY DAILIES?

Wyoming Printer-Journalist Doesn't Agree With Those Who Call It "Self-Competition"

By IVAN D. LONG

IT HAS long been considerable of a puzzle to me why editors of the smaller country papers do not utilize more of their writing ability and put it on stock with their other merchandise. In my ambling about the country and stopping at the smaller country newspaper offices, I have found that there are always plenty of avenues of escape for money, but not so many avenues for money to get *into* the country newspaper shop.

I don't say that it is always well for the editor to play the "druggist stunt" and carry too much of a variety of articles in stock, but I do believe that he should look around and find the articles for trade which are exclusively his.

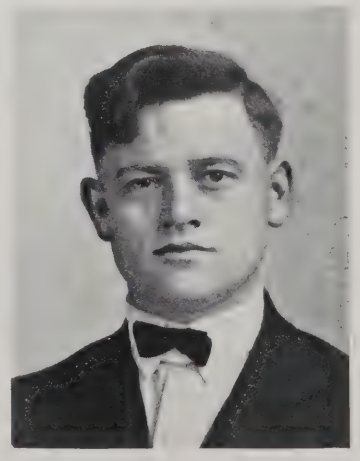
The particular "article for trade" which I had in mind just now is the editor's *writing ability* and *nose for news.*

AN editor friend of mine has the important stories of the week in his community set up early and as many proofs taken of them as there are city papers on his list of "customers." Then he mails out these proofs to these daily papers. He has a number of these larger papers on his string that pay him a flat rate of five, six and even ten dollars per month. The material is the live part of his own paper, but it does not appear to his readers in the other papers before they see it in his own paper, yet the larger city papers are willing to pay him for it.

It is not so hard to get in with the larger papers. I remember very well my first experience with the "big city editors." It was during my first year in college and money was exceedingly tight for me. I was working in the college print shop, but my income would not keep up with the actual expenses.

I looked over the string of news and found it very good, so I proceeded immediately to syndicate it. After a little revision the stuff sold to the larger papers as far as 350 miles away, and I made more than twice as much in correspondence that week as I made on tne advertising. Needless to say, I continued to send in the stuff week after week.

At present I am running a job office without a regular publication. Sometime ago I began writing the news of our valley for the outside press. Besides, I write considerably in connection with the job printing business.



IVAN D. LONG
The Skyline Printery
Lander, Wyoming

Mr. LONG'S article is based on his own experiences while with the Linwood (Kans.) *Light;* Oketo (Kans.) *Eagle;* Barnston (Neb.) *Star,* and Liberty (Neb.) *Journal*

EDITORS and publishers may respond to these experiences with the assertion that the news value of sold stories is lessened for one's own paper, and that such a correspondent is "competing with himself and his paper." Very often the editor can send the stories in at the right time for him to get his paper before its readers before the larger papers get out with the news. He is thus doubly paid for his efforts by the "scoop" he has effected; he has placed a new "stock of merchandise on his shelves" (rather, has increased the sale of a regular article); has given the home town considerable outside publicity, and has benefitted the larger paper he serves.

One cannot injure the larger papers, nor help his own by *not* corresponding for them, so why not help all concerned by earning the little checks incident to the small efforts of correspondence work?

One evening, on Thanksgiving it was, a German preacher of reputation direct from the old country was to speak at our college. It was just after the World War and everyone was expecting something grand. As I sat in the audience I saw two men sitting together close to the speakers' platform. They had writing boards on their laps and I knew them for reporters. Somehow, I knew they were both from the *Star,* a daily in a city not very far away, so I decided to make my plunge into reporting for the *Journal* in the same city. I went to the speaker's interpreter who happened to be an instructor in the college and a friend of mine, and asked him for detailed information. He gave me some interesting notes and asked questions for me of the preacher. When the speech was ended I caught the last street car into the city, rushed to the *Journal* office, appropriated a typewriter and wrote up my stuff. A few hours later the *Journal* appeared with a couple of columns of front page stuff for which I received some right good pay and a steady job of night reporting.

The *Star* carried a half column on the speech the same day and a column the following day. The *Journal* editor had not had a man he could assign to the speech, so was very grateful to me for my efforts.

I WAS running a newspaper in Nebraska sometime ago and times were very dull. On the particular week I have in mind there was $11.45 in home town advertising! The balance—what there was—was foreign stuff. I was giving my readers a very good paper, but was not getting paid anywhere near what I should have had for my efforts and ability.

"DARLING EDITION" HIT FOR LOVEJOY

Suburban Gothamites Take to Unique Special With Profit to All of Them

By MAJ. C. E. LOVEJOY

SPECIAL editions are, of course, "old stuff" to most publishers and I don't review the June 25 special of The Bronxville *Press*, published Fridays at Bronxville, Westchester County, New York, with any claims that it was wholly an original idea. But we did put over a somewhat unique special without paying high retainers and commissions to itinerant solicitors, without "bleeding" our merchants unduly, and without the bad-tasting aftermaths that sometimes follow newspaper stunts. The editor of NATIONAL PRINTER-JOURNALIST has asked me to outline our special to his readers and this I am very happy to do.

The Bronxville *Press* is published in a high class wealthy, residential suburban community 18 miles from New York City. Our readers are sophisticated, sagacious. They read at least two or three New York dailies and, consequently, we cannot use boiler plate, features, comics, national editorials, nor international news. *Ours must be a local product entirely,* catering to local happenings, write-ups of local celebrities of whom there are many, and replete with social and personal news. This is also true of our sister paper, The Eastchester *Citizen-Bulletin,* published Wednesdays at Tuckahoe, N. Y., the next village, and managed by the same company as the *Press.*

THIS Spring I made overtures to the editorial board of the Bronxville High School paper, suggesting the students edit one issue of the Bronxville *Press.* Pressure of school work just before graduation prevented this, however. So I approached a charitable organization in Bronxville, known as *The League for Service,* and composed of society girls who devote spare time to doing good for all the local churches. The league had been raising funds by amateur shows, cake sales and other activities.

I suggested a two-fold arrangement. I invited the league to completely publish one issue of the *Press* as a sort of "lark", and I attached to this offer an extremely liberal chance to make several hundred dollars. I offered three kinds of commissions, as follows: 50 per cent of all new advertising revenue obtained, "new" customers to be interpreted as those not on our ledgers within the preceding three months;

I promised to donate 500 copies of the *Press* free of charge for the girls to sell on the streets; and I offered liberal commissions for new subscriptions. I will willingly pay 50 percent to subscription rustlers anytime and I offered the girls a little more, namely, $2 on every new yearly $2.50 subscription provided they got me at least 300 new names and $1.50 if they obtained less than 300 new names.

PLEASE TURN THE PAGE

C. E. LOVEJOY

Editor and Publisher, Bronxville(N.Y.)Press.

MAJOR LOVEJOY is a graduate of the Columbia (Pulitzer) School of Journalism, worked five years in the New York Times, and resigned a commission in the regular army eighteen months ago to start the Bronxville Press. Last November he bought the Eastchester Citizen-Bulletin, a paper thirty-four years old.

28 Pages--SPECIAL EDITION--28 Pages

Edited and Published by Bronxville's League For Service

THE BRONXVILLE PRESS

An Independent Newspaper Devoted to Community Interests of Bronxville and Environs

BRONXVILLE, Westchester County, N. Y., FRIDAY, JUNE 25, 1926

5 Cents a Copy; $2.50 a Year

Vol. II, No. 26

Heads Of Departments

MISS JEAN ROBERTSON, Editor-in-Chief
MISS ELISABETH SNYDER, Managing Editor
MISS AMIE D. REIGET, Advertising Manager
MISS LEILA MONTAGUE, Social Editor
MISS PHOEBE PUTNAM, News Editor
MISS ELIZABETH BENNETT, Sports Editor
MISS MARIA BOSTWICK, Political Editor

WEATHER REPORT

Warm Towards League In Vil lage. Attitude Cooler in Press Office

WHAT Do YOU Know about Bronxville?

Intellectual Modesty Is Discard.

Spectacles For The Near-sighted.

Diversified Character of League Work.

League Organization.

Service — A Challenge.

EDITORIAL

Trustees Discuss Taxi Situation

Danger That Drivers May Lose Jobs—New York Central Asks For Franchise

By Bobbie Putnam

WHEN A FLAPPER NEEDS A FRIEND *By Briggs*

COPY!

EDITORIAL CHAIR

PASTE

DICTIONARY

MRS. SMITH DEFEATS MRS. McLEAN IN CLOSE HANDICAP FINAL OF THREE SETS

Leach and Van Slyke Win Hard Match For Doubles Title; Mrs. McLean and Jean Robertson Gain Women's Doubles Honors

Board Refuses To Grant Permit

Failure To Comply With Zoning Ordinance Is Fatal to Community House Plans

By Bobbie Putnam

OTHER FINALS TO BE HELD THIS WEEK-END

LOCAL BOYS GO TO CAMP

Will Spend July At Plattsburg Barracks Pe-partment

SOCIETY ATTENDS FIRST FLOWER SHOW OF WOMEN'S CLUB MONDAY

Manifest Great Enthusiasm Over Beautiful Display of Flowers, Fruits and Vegetables; Judges Award Many Ribbons; Special Prize Are Also Donated

Dramatic Coach Sails For Abroad

Plans Campaign Before Departure; Accompanied By Two Sisters

Miss Elizabeth Page To Wed W. E. Riegel

Small Reception At Eastbourne Will Follow Ceremony At Christ Church

By Leila Montague

Twenty Students Graduate From High School; Big Crowd Attends Exercises

By Sally Davis '27

ARK LEAVES FOR WEST

Corner Family To Spend Summer In Novel Manner

Want Camp Clothes

Makes Decorative Posters

FIRST PAGE OF THE "DARLING EDITION"

Make-Up and "Everything" Was Put Up to Group of Young Down-East, Society Buds

WE normally print a 12 to 14 page seven-column paper and we sort of expected an issue of 16 to 20 pages with the girls hustling advertising. But we vastly underestimated their ability, for they not only sold straight space but actually took out proof books of our monthly ad-mat service (Bonnet-Brown) and sold space around appropriate illustrations. And even though we have two flat-bed, sheet-fed presses and, even though we put in several nights of overtime, they filled 28 pages with 82 percent of advertising. Indeed, I should have printed 32 pages but was prevented by mechanical limitations.

As it was, we had to leave out more than 200 inches of advertising and more than 200 inches of news, and when I report my advertising rate is a flat one of 50 cents an inch you will readily appreciate that omitting 200 inches is something.

We print habitually on 8-cent machine-finish glossy paper instead of newsprint and for this special edition I bought a colored cover of blue machine-finish, and had the white sections folded and inserted inside.

From a normal advertising volume of 1,000 to 1,200 inches, the girls increased this to more than 3,300 inches, and *largely through the efforts of one live-wire young woman.* We got advertising we never before could touch, such as American Tobacco, department stores in New York, national contractors, builders, a national ice cream manufacturer, full page automobile ads and of course, a few complimentary ads.

Not only did we omit 200 inches of ads that had been all set, but we turned down several last minute requisitions for space. The few merchants who were cut from a full page to a half page actually were incensed, and I have had some explaining to do to them who wanted to spend money with us and couldn't.

Girl Editors and Reporters Take Full Charge of Plant

THE girls' editor-in-chief moved her staff into our office and functioned splendidly for an entire week. There was a department head for each kind of news; viz., sports, social, political, etc., and the girls covered every happening and covered it well. We had prepared headline charts and they wrote all their own captions, editorials, "colyumn" and other standing features of the paper. Not a line was written by the regular staff for the entire week. Each story appeared with a local girl's by-line.

On Friday publication day, some of the girls folded and inserted papers and then about 20 of the best-looking of the league, equipped with a novelty newsboy's bag, appropriately lettered, and wearing cross sashes of bright red, sold papers on the streets and at the railroad station.

They had sold the 500 copies I had given them within two hours, and then bought from the news dealers for the regular price (5 cents) all available copies and resold these from 10 cents up.

The impressive Ritz-Carlton Hotel of New York asked for a supply and another batch was sold in a big New York office building.

The special edition commanded a great deal of attention. The New York *Herald-Tribune* used a picture of the girls taken in front of the Bronxville *Press* offices in its issue the next day, Saturday, June 26, and the New York *Times* used this picture in its roto section on Sunday, June 27. The N. Y. *World* also used a photo—more advertising for us. I had also sent to the New York papers stories of the "stunt" and several of these were used.

Clare Briggs, famous N. Y. *Herald-Tribune* cartoonist, sent us, upon request of one of the girls, a special cartoon, headed "When a Flapper Needs a Friend" and showing a girl editor at a city desk, carrying in her hand an empty copy of the Bronxville *Press* and yelling "more copy."

The league netted between $650 and $700 for its week's work. Their advertising commissions were about $475, their paper sales about $75 and their subscription commissions nearly $200.

Of course, the *Press* did not enter the scheme to make money, but it did create considerable commotion. It obtained some valuable mission-

ary work and publicity; it contributed uniquely to a worthy local charitable cause; and, probably, more than met the extra expenses in dollars and cents as well as making contacts for some future new advertising, and making many friends.

Lessons Learned; Admits Making Some Mistakes

I MADE two mistakes from a strictly publishing point of view. I retained my regular advertising rate of 50 cents an inch when an increase would have been just as easily obtained. But I am printing a new paper, which I started only sixteen months ago, and sort of leaned backward in playing fair with our advertisers.

My second mistake was in printing too few copies. Our normal circulation is 1,725 and I printed only some 300 extra copies. We could have used at least 1,000 extra copies. Not a copy was available on any news stand the day after the issue and several hundred requests were denied by dealers.

Girls Took Job Seriously; May Become Annual Stunt.

THE society girls were very serious-minded about their work, in fact a little more serious than the light, airy, humorous paper I had imagined they would publish. Their editorials were somewhat weighty, and their news stories also similar to English prose compositions and essays they had so recently been writing at Vassar, Smith, Barnard and Wellesley. They did at least one piece of light work, however. It was their version of our weekly "colyumn" called *The Press Box* which they termed *The Mess Box.*

Our office during their week's occupancy was rarely without a half dozen sweet young things, talking, according to my assistant, Mr. Lloyd, "darling edits", "gorgeous headlines", "lamby ads" and whatnot. And they installed a South American green parrot in our front window, which they festooned with draperies and signs to indicate the extraordinary occasion taking place inside.

The whole edition was so genuinely a home-product, so clean, successful and of value, that I wouldn't be surprised if we made it an annual event.

WILLIAM E. BARTON: "Abraham Lincoln became a successful man because of his disadvantages. If he had had any fewer obstacles in the high road of his progress, he could never have traveled so fast or so far."

PAPER BOOK (Crocker-McElwain Co.)—"In the good old days, Monkeyed Mentality hired Fox, Fox hired Bull Neck, and Bull Neck handled the help."

BURY 7 BLADES IN ONE TEXAN CITY

Competitors, Now Only Three, Find That Local Co-Operation Performs "Miracles"

By WALTER B. WILSON

IN AN experience of thirty-two years as an editor of the same papers in the same town, I have been on both sides of the moot question of co-operation and reasonable business accord with my competitors, and have had about equal periods of actual experience in the disadvantages and benefits of each policy.

Our location, McKinney, is a little city of 10,000—the county seat of Collin county, which has a population of more than 50,000, and according to federal census, 6,300 farms which produced last year a greater number of bales of cotton than any other of the 252 counties of Texas. Our newspaper field is essentially agricultural in its aspect.

WALTER B. WILSON
Editor, McKinney (Tex.)
Daily Courier-Gazette
Weekly Democrat-Gazette

WHEN we entered this newspaper field, four weeklies were striving for existence in it, which number was soon augmented by a semi-weekly and then, a little later, by two dailies. *Every printing office was at the throat of all the others.* Personal enmity and animosity characterized each office organization, from printer's devil to proprietor.

Two editors, on one occasion, actually pulled off a shooting bee on the streets.

Each one of these several papers had its own group of supporters and ardent partisans. The town and county were rent by vindictive factions. Finally the strongest paper financially, voluntarily suspended publication. Gradually friction abated, and reason began to reign and to supplant foolish antagonisms *in both the editorial and business departments.* Some newspaper sales were made, then consolidation ensued.

Now, the town, although twice as large, has only two weeklies and one daily—one weekly in its forty-third year, the other in its forty-first year—the daily in its thirtieth year. The daily and one of the weeklies are owned and published by the same firm and office. The two newspaper offices are now permanently housed in their own brick buildings. One has three and the other two type-setting machines, and both offices are otherwise modernly equipped. Both offices disburse a combined annual labor payroll of more than $30,000, besides their other usual newspaper sides their other usual newspaper expenses and, in addition, support five editors and proprietors together with their families. All the editors and most of their employes are now living in their own homes and are reputed to be fairly prosperous, contented, respected and esteemed by their fellow citizens.

Certainly we are all bound together in the strongest bonds of wholehearted fellowship and mutual respect and genuine regard and mutual friendships.

Press Association Meetings Helpful Toward Local Peace

OUR state Press Association and its annual meetings fostered periods of relaxation and more social relations between us McKinney editors. When we were thrown together in more intimate way at our occasional press meetings and on press trips, we learned to like each other better. We were soon co-operating. We confer freely and frequently on "the good of the order;"

We *Co-operate!* In fact our competitors co-operated in assembling the ideas of this paper.

We frequently disagree on public policies and in politics. But we maintain respectful attitudes towards each other's convictions and positions.

We editors do not knock or reflect on each other or each other's papers in either spoken or printed word. Petty quarrels, envies or contentions between printers and employes are frowned upon and not tolerated. The man power, as well as the mechanical equipment of each office, is at the command of the other in times of emergency caused by illness, accident or unusual exigency of whatever nature arising. There is no tampering by either office with the other's organization. One office would not employ printers or other attache of its competitor that is not first ascertained to be mutually agreeable to both offices.

There is exceptional value of our co-operation from a news gathering standpoint. Having a daily, we necessarily handle most of the local news matter, but always when special occasion demands it, both papers go together in team work in their reportorial forces as well as in mechanical co-operation.

The same is true of our ad alleys. This unlimited exchange courtesy policy of the two offices seems to be an important item of business to the one-horse, spring-wagon transfer man who hauls the type back and forth between the two offices. The economic value of friendly co-operation to the publishers is also obvious.

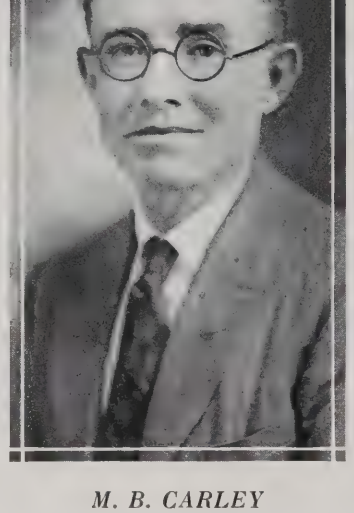
Solicitors Are Not Permitted To Speak Ill of Competitors

SUBSCRIPTION solicitors are not permitted to speak disparagingly of competitors in either our own town or in other towns of our county that is the common newspaper field of activity of each of us. If reference to a competitor should incidentally, or otherwise come up, complimentary mention must be made or absolute silence is enjoined. The respective subscription lists of our two weeklies, during their more than forty years of continuous publication, have naturally become, as a rule, firmly established in their respective preferences. It is very infrequent that a subscriber of either paper ever quits it to go over to the other. Neither paper tries to disturb these established allegiances. Therefore, *each paper seeks new subscribers,* from population that is not already taking either one of the publications.

For a solicitor to criticise even the appearance of an ad or cut, that might have been out of date, in our competitor's paper quite often proves disastrous to the frame of mind of the prospective patron of our own paper. Such criticisms hurt our competitor, it is true, but usually when we call back we find the customer out of sorts over the deal with which we helped to dissatisfy him. So he is not ready nor inclined to give us any copy either.

Our merchants have higher regard for advertising when our competitor agrees that we have a good medium, and the same is true when we likewise so recognize our competitor's paper.

But few merchants in any town will attempt to do very much advertising without covering the field. Of course, in such an event all the recognized mediums will each get a part. The merchant is not interested in anything but results, and he feels that to cover the field he must divide his appropriation and use each of the recognized mediums. For anything but the spirit of co-operation to be shown might weaken the advertiser's faith in the *entire* group of mediums offered. It raises a question in his mind. He frequently concludes to go some other route—circulars perhaps, or premiums, or something else more costly and not so good as newspaper advertising.



M. B. CARLEY
Editor, Cordell (Okla.) Beacon

MR. CARLEY has put in nearly thirty years as a printer and editor of community newspapers with job departments, and has missed only one working day for each year in all that time. He started at the Fairfield (Tex.) *Record,* doing six months without pay; held a case job with the Waco (Tex.) *Morning News;* was make-up man at the Corsincana (Tex.) *Morning Sun;* established the Gearey (Okla.) *Gazette;* sold to become postmaster and in 1922 bought the Cardell *Beacon.*

Cuts, Copy and Set-Ups Are Exchanged, Advertising on Rise

McKINNEY papers have a very strong feature—co-operation in cuts and copy. Our merchants are put to the least amount of trouble to get an ad in either one or all three of our papers, just as he may prefer. It is made easy for him instead of difficult and embarrassing. There is no nagging or rivalry over which office gets the cuts and the copy first. In most instances the merchant is relieved of the necessity of preparing duplicate copies of his advertisement. He most frequently gives his copy to the first solicitor that comes along, with the injunction to also give the same to the other papers, too. In fact, he has been educated to expect one ad set to suffice for both weeklies or for all three papers and does not expect any concession in prices either as a result of such co-operation on the part of the newspapers that he is patronizing.

Again, we find great satisfaction, particularly when newspaper men come together in public meetings. *Business men soon find out how newspaper competitors get along.* It is always encouraging to merchants to enter into a full phase of advertising in the presence of all the newspaper men competing for their business. Frequently our weekly competitors readily assent to a schedule that carries only the daily, and, do so in public meetings. On the other hand the daily publishers as freely agree to weekly schedules where the same seems to be the wiser course to pursue.

There is one possible disadvantage in too great an extent of co-operation. It is in the event that a merchant on figuring up the cost of two weeklies and one daily advertising campaign decides that a contract would cost him too much. He does not want to omit either one, and therefore, might omit all.

In working closely in co-operation, confidence and harmony with our competitors, we have found it wise to work our special editions separately, with the exception of the holiday number which the advertisers have learned to look for and to expect each succeeding year.

CHRISTOPHER SHOLES, inventor of the first practical typewriter and at one time editor of the Milwaukee (Wis.) *Sentinel,* was the first man to print the names and addresses of subscribers on the margin of newspapers for mailing.

—*Ford's Independent.*

COMMUNITY WEEKLY NOT DYING OUT

National Survey Shows Many Healthy Consolidations Are Being Effected

By CLARENCE O. SCHLAVER & LAWRENCE EKLUND

DIREFUL figures are quoted by some prophets that, at the present rate of decrease in the number of country weeklies, it is only a matter of time before community journalism will have become extinct.

But despite appearances and the claims of its critics, the small town weekly equipped with modern machinery and run with up-to-date cost finding methods, is with us to stay, and is not losing its identity, according to a recent survey made by the writers under the direction of Prof. E. Marion Johnson, community journalism department, University of Wisconsin.

Upward and Downward Curves Of Weeklies Easily Explained

WHEN the newspaper as a political organ was at its height in 1890, there were 11,673 weekly publications in the United States. *Ayer's American Newspaper Annual* tells us that by 1915 the number of weeklies had grown to 14,507, a gain of 2834 in twenty-five years.

By 1924, after the World war had sent the price of labor and newspaper equipment soaring, 11,703 weeklies remained—a loss of 2804 in nine years compared with the gain of 2834 in the 25 years preceding.

At the nine year rate of decrease, weekly newspapers would be out of existence in 38 years! But would they?

During the years following the war when the country was coming out of its post-war period of business depression, newspaper men noticed an increase in number of weeklies in 1925 to 13,383, a gain of 97.

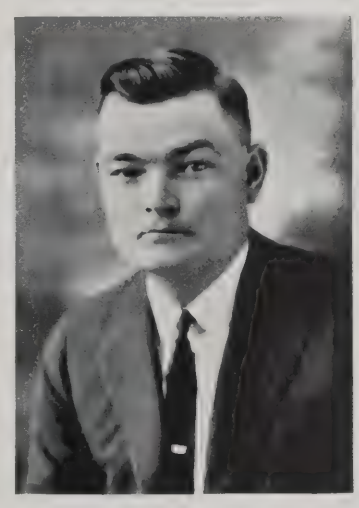
The year 1925, then, was believed to have marked the turning point in the "prosperity of community journalism," after which a continuous growth in the number of newspapers was to be expected. But this appears to have been only a temporary halt in the decrease, however, for the 1926 *Ayer's Annual* gives 13,121 as the total number of weekly publications in the United States at the beginning of 1926, a shrinkage of 262 from the previous year.

IN an effort to single out the fundamental reason for this decrease, which on the face of things seemed alarming, a questionnaire was sent out last January, asking for views of men experienced in country journalism.

Answers received from 280 small town editors and postmasters in twenty-one typical states, show that of 303 supposedly decreased weeklies:

96 have consolidated.
144 have been discontinued.
26 have changed to dailies.
16 have changed names.
1 has been succeeded by a job plant.

In our survey, *only one prophecy of the failure of the community newpsaper was received* — "Like the candle, the weekly is passed except in a few backwoods corners," writes the ex-editor of the Gurley (Ala.) *Herald*. "Towns are too progressive. At one time a weekly paper was all right. Now it must be two papers a day, morning and evening, helped out with radio bulletins. One might just as well ask why the candle is not used today. I saw the weekly's decline when I published the *Herald* twelve years ago."



GRANT UTLEY

Editor, Cass Lake (Minn.) Times

POET-Laureate of the Northern Minnesota Editorial Association, is the honor recently voted on Publisher Utley. He is widely known in and out of the fraternity as the author of "The Meddlesome Minstrel", and "The Zealous Zither", and is publisher of a monthly magazine, "The Madcap Musketeer."

The majority of the letters bear out the assumption that *consolidations are resulting and the inevitable downfall of some poorly managed newspaper enterprises has occurred.* We have in this new era of community journalism a new generation of country newspaper men, who, as they themselves testify, demand a reasonable return on the increased investment now necessary to establish the business—a return which the old-timers neither received nor demanded.

"Consolidation is demanded frequently as a good business policy," declares editor D. C. Simons of the *Worth County Tribune*, Grant City, Missouri. "The public is entitled to the best newspapers that it is possible to furnish for the least money. If that can best be done with *one* newspaper, increasing expenses not over 50 per cent consolidation is the best policy."

Survival of the Fittest is Being Effected Everywhere

W. H. ROBERTS of the state Board of Administration, Topeka, Kansas, sees the trend toward consolidation: "There is a decided tendency all over Kansas toward consolidation or merger of newspaper plants, whether dailies in small cities or weekly newspapers. This consolidation is simply good business sense."

"Newspapers are now real business ventures, the same as banks and stores," says another publisher who has recently taken in a competitor. "Where there are too many in the field they must either consolidate or go out of business."

The essence of the whole problem of the decline in number of country weeklies is well summed up in these words by Ralph A. Norenburg, editor and publisher of the Centralia (Wash.) *Tribune*:

"Survival of the fittest is common to every kind of business. Two struggling newspapers in a community can render greater service to their communities and build a newspaper that will discourage the entrance of competitors, by proper consolidation.

"Our world's smaller today than it was a few years ago. Many smaller communities have all but lost their identity with the coming of the automobile, cheaper transportation, and the bringing in of large dailies frequently.

"Competition has forced the old

COMPETITIONS OF DAILIES & AUTOS ARE HELPS IN GENERAL AWAKENING

methods to the wall. The hope of the small paper is community service in news, in leadership and personal relationship."

Why Some Weeklies Passed Out; And, A Good Dog Fight Story

EVEN as some weekly newspapers heed the call of consolidation, others have gone to join the ranks of the *Deceased.* Causes for newspaper deaths as judged from reasons given by 89 editors indicate that smallness of field is the leading factor; and poor business management ranks second.

Here are the reasons reported to the writers for the failure of 89 newspapers:

Lack of field	*26*
Poor business management	*20*
Political changes	*12*
Competition of dailies	*11*
Editor died	*5*
Rising cost of supplies	*4*
Editor couldn't make payments on Linotype	*1*
Editor murdered, no one else had courage to continue	*1*
Editor was drunkard and lacked community respect	*1*
Editor burned plant for insurance	*1*
Editor advanced in age	*1*

Some queer reasons have been advanced for the demise of papers. One weekly is now listed as deceased in *Ayer's Annual* because of a pugnacious brindle dog. In the following words, the editor tells how his pet and his newspaper met the same fate:

"To begin at the beginning, a dog fight or a series of dog fights between my dog and one owned by a local banker, who was my supporter and backer, was the prime cause for the suspension of the *Chronicle.* My dog was a brindle bull of which my son was very fond. The banker owned an ancient Airedale far past his prime and unable to put up a winning scrap against the bull pup. The Airedale used to ride on the running board of his master's automobile and to this recreation the bull pup took exception and on a number of occasions ran out into the road and pulled the Airedale from his perch, chewed his ears, and otherwise conducted himself in a way that was unbecoming.

"When these little entertainments started, I would stop washing the press, writing the heavy editorial or must-go news item, or whatever I was doing, rush out into the road, grab the bull pup by the tail and we would do a grand waltz around, or maybe you would call it the Charleston today. At any rate, these performances would make the natives sit up and take notice.

"A leading general store, for which the banker was administrator, discontinued advertising and I could not find out why. Another dog fight occurred and a few minutes afterwards the banker called to me across the street. I went over to where he was standing in the doorway trembling with rage. He said, 'That last dog fight cost you $50 and this one will cost $100 if you don't get rid of that dog.'

"I immediately borrowed a gun from the barber, called the dog into the back yard, shot him, and buried him where he lay. I denied to my son that I had killed the dog, called in some farmers who owed me, loaded my printing machinery and household goods on six hay racks and moved to a town 18 miles distant."

How Much Daily Competition And Automobiles Cut the Ice

SOMETHING more seriously threatening to the success of the country weekly today than dog-fights is *the competition of the daily newspapers* having correspondents in the local field.

As a typical example, Indiana weeklies compete with about 50 dailies and that is a condition prevalent in the states of Massachusetts, New York, and Pennsylvania. Such Indiana cities as Gary, Hammond, Plymouth, Kokomo, Fort Wayne, Muncie, Anderson, South Bend, Richmond, Terre Haute, Frankfort, and Vincennes maintain from one to three dailies with Sunday editions. Indianapolis is the seat of three metropolitan dailies, the *Star,* the *News,* and the *Times.*

Indiana is fenced in by a number of good newspapers. The Chicago *Tribune* works in from the northeast. The St. Louis and Louisville papers seldom go farther north than Indianapolis. Cincinnati papers cover the eastern and southeastern parts of Indiana.

In the words of Will H. Gharitz, editor of the Savanna (Ill.) *Times*: "There is no question but that the continued development of paved highways is a distinct menace to the weekly newspaper in towns from 500 to 1,000 in population, when these towns are connected with larger towns by paved roads. The paved road plus the automobile will, in time, eliminate these smaller towns as trading centers of importance.

"Towns of from 1,200 up are large enough to hold their own in competition with larger towns nearby if the business men and the newspaper are entertaining enough."

More pessimistic in tone is this excerpt from a letter by Jack Bennett, postmaster at Plentywood, Mont.: "The little towns of this state are getting smaller; the county seat towns are getting business. People are living on wheels and the little country newspaper has nothing of interest any more. The automobile has done most of this."

Country Weeklies are Not Doomed to an Early Death

THE results of our survey tend to prove that the statement, "Country weeklies are doomed to die," is a falsehood. True, unnecessary papers everywhere are doomed to failure, but such failures merely add to the strength of the remaining weeklies.

If the weekly newspapers were doomed to die in the country field, would responsible men be undertaking weekly newspaper enterprises in the big cities? So long as community self-interest exists, it must be satisfied. At present, the only known means is by the community newspapers.

In all probability there will be more consolidation in the next ten years than there has been in the past ten. It is not a serious menace to the fourth estate; it is merely the awakening of the profession to the fact that it is a business on a par with other businesses. The weekly will never be entirely eliminated as long as towns too small for dailies exists, we believe.

THE FUTURE of "COUNTRY" JOURNALISM

IN ALL probability there will be more consolidations in the next ten years than there have been in the past ten.

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IT IS merely the awakening of the profession to the fact that it is a *BUSINESS,* on a par with other businesses.

—THE AUTHORS.

HERMAN ROE

President N. E. A.; Publisher Northfield (Minn.) News

NEW PRESIDENT of N. E. A., ROE, of NORTHFIELD, Minn.

Election Recalls Long and Earnest Work To Improve Newspaper Business Methods

By JOHN L. MEYER

FORTY-FOUR years old, the National Editorial Association has a president for 1926-7 ho has just passed the 40-year ark—and who has given a great eal of detailed and exhaustive ef- rt during the past decade toward abilizing the community newspa- er business practice, especially ith regard to advertising. Her- an Roe, publisher of the Northfield Minn.) *News*, has actually accom- ished as much, if not more, as any ewspaper man in America, to lead ublishers and printers toward tting a real basis for advertising rates and for advertising selling—to figure costs, to solicit advertising on a business basis instead of the "gimme-some-too" basis, and to charge a fair and proper price for any and all advertising service.

Advertising being the *butter* or the *bread*, and in many cases both bread and butter, in newspaper printing plants, Mr. Roe has been building *foundations* — foundations for real superstructures—with keen insight. Advertising is only one of the problems confronting the members of the N. E. A. But it seems certain that it will get its needed share of attention during the next twelve months, with Mr. Roe at the helm.

Mr. Roe has also done major work in increasing the active membership of the N. E. A. The association needs members. Not for "revenue only", but because it is doing big work, has tremendous potentialities, and can use the *active* interest of *every* community publisher printer in the Country.

HERE is a little sketch of Mr. Roe's career. It will indicate some of the things the N. E. A. (and the whole community newspaper field) are able to expect this year, following the successful administration of Past President Edgecombe, and with the experience of Executive Secretary H. C. Hotaling at the right hand:

Born in Wisconsin, Herman Roe worked his way through St. Olaf College at Northfield, Minn. He was very active in college affairs, including its famous band, and served as correspondent for the Northfield *News*. After graduation he was superindent of schools at Anoka, Minn., for two years and came to the *News* in 1910 as city editor. Two months later he purchased the paper.

He has served his community as president of its school board, as president of the Community club, as president and treasurer of the Rice county fair, as a worker in his church — always with energy and devotion. Keenly interested in the development of good roads he was chosen secretary of one of the local pioneer highway associations and was one of the organizers of the Jefferson Highway Association in New Orleans in November, 1915.

For six years he was a member of the board of managers of the Minnesota State Fair; he is just entering his second term as president of the Minnesota Agricultural Society.

He has contributed materially to bringing publishers generally to a better understanding of their problems and to more business-like methods in the publishing of their newspapers.

HOW TO LET OTHERS RUN YOUR BUSINESS

LOWERING the price on a job that carries but a reasonable profit; changing specifications or copy to suit the customer's whims without charging for it; resorting to overtime without being paid for it, just because the customer says he must have his job rushed through by a certain time, or loaning him your good money by allowing overdue accounts to remain uncollected, are some of the ways the reins of your business are put in the hands of your customers.—*The Imprint.*

ONE-SIDED SHOW RUNNING FOR RETAIL ADVERTISER

Their Trade Papers are Telling Them More and More Often the Newspaper Is Inferior

ANY newspaper publisher who is under any impression that advertisers, especially retailers, are no longer being reminded that there is likely to be a difference in the results as between newspaper advertising and direct mail circularization of customers, is mistaken. Trade papers circulating among retailers continue increasingly to carry reports which make out that direct mail advertising is substantially superior as a busines getter to newspaper advertising.

While the instances cited are often exceptional and unique, nevertheless the headlines hammer the thought that direct mail is superior to newspaper advertising for retailers. The average reader-retailer is likely to be getting such an impression, anyway.

MEANWHILE, how many (if any) newspapers can show, and have published, reliable reports of instances in which newspaper advertising has proved to be superior—not preachments, but actual experiences?

The following is an article recently turned over to the editor of *"NPJ"* as an example of the promotion which anti-newspaper argument is getting in the largest and most appreciated retailers' trade journals, making direct, emphatic statements that newspaper advertising is inferior and appearing to offer actual evidence. It is headed, "Direct Mail Gets Four Times Response of Newspaper Ad":

IN A test conducted by a Middle Western specialty shop recently, it was found that the business resulting from a full-page sale advertisement in a newspaper with 70,000 circulation was only 25 per cent of that consequent to a direct-mail contact with 12,000 established customers.

The sale advertised by direct mail was held on the day before the sale which the newspaper advertisement announced. Circulars were sent to a selected list, but the merchandise involved was exactly the same as that offered in the newspaper. The events were designated as "private sales," an invitation system being used—the newspaper ad provided a coupon which would gain admittance for its bearer, while the direct mail literature was accompanied by an invitation card. The coupons and cards enabled the store to make a fairly accurate check-up.

The newspaper ad consisted exclusively of a letter—one similar to that sent direct mail. This ad was headed *"An important Letter to the Women and Misses Who Read the . . . . from . . ."* Here the store was mentioned.

Both sales were "two for one" events. The offering consisted of 1,000 frocks, including several hundred higher-priced, late spring garments, all of which were offered at two for $19. Among them were such silks as georgette, chiffon, crepe de chine, flat or fancy crepe and washable silks. All of these were shown in one or two-piece costumes in many variations of the mode.

One half of the space in the store's dress department was cut off from the rest of the floor by a heavy curtain which gave the improvised section an aspect of the theatre. An attendant was stationed outside the curtain to take cards or coupons.

A RECENT letter from a reader of *"NPJ"* urges that this magazine ought to print more matter which proves the essential fallacy of the campaign (?) among retailers against the newspapers.

"NPJ" would be very glad to publish any number of the many actual experiences in which newspaper advertising has proved to be superior to other forms—articles as complete in details as those published by "the other side". We believe it to be utterly useless to publish mere preachments on the subject. And, we regret that newspaper men do not seem to find it necessary to assist in getting reliable reports into the trade papers going to *retailers* for the purpose of properly presenting the case of the newspaper. Up to now, it's a pretty one-sided sort of a show that the retailers are seeing.

F. L. STUFFLEBAM

Editor, Bolivar (Mo.) Herald
President Ozark Press Association

THE Bolivar *Herald* is now in its twenty-third year. Publisher Stufflebam, backed by great energy and a lively country weekly, is credited with leadership in the building of Missouri's famous road and resort systems. Southwest Baptist College at Bolivar says it owes financial independence, after long struggles, to him. He initiated a movement to provide adequate interest from banks on state deposits.

PEN PICTURE of an OFF DAY in the Plant

Tarpon Springs (Fla.) Leader

SOMETIMES the *Leader* has one of those days which we all have, when everything seems to go wrong. There will be delay in telegraph news, the linotypes go wrong, the electric current goes off, a belt breaks, *ad* copy is late, a jam all around occurs.

Then as we get her to press possibly thirty minutes late and the motor starts there is a loud rip as the paper web breaks. It's just the ending of those days that occur occasionally.

At last we reach the street—one hour late, while everybody doubles in the mailing room in mad scramble to "make the mails" while one man goes to the postoffice to implore them to keep open after six to get the last load.

Then the phone begins to ring. "My paper hasn't come tonight!" One hour late and the complaints are beginning to come in, and they continue to come in while our small platoon of newsies dash from house to house in an endeavor to make up some of the lost time.

THEY DO TOO MUCH THAT DOESN'T COUNT?

"WOMEN in journalism are fighting windmills," says Vina Lindsay of the Kansas City *Journal Post.*

"Their biggest handicap is that they waste themselves on non-essentials, and this leaves them no initiative for big things. They lack the quality of differentiating between the relative importance of things, and have not the distinction in values which they should have.

"If a man is assigned to cover a club meeting, he shoots craps for an hour or two and then gets the story from someone after the meeting. If a big story breaks, he is fresh and ready to handle it. On the same assignment, a woman is the first one there and helps the janitor lock up, and by the time the afternoon is over she is worn out."

NE'ER-DO-WELLS: Those who will not spend $1 to make $2, and those who spend $2 to make $1.—*William Feather.*

National Publisher-Printer Round Table

Send An Idea

Supervised by John L. Meyer

GRAPHIC ARTS EXPO TO BE HELD IN NEW YORK, SEPTEMBER 5-17, 1927

Every Department of Printing Industry Joins Hands for Most Complete Event of Its Kind Since Dawn of the Art

A PRINTERS' exposition of international scope will be held at the Grand Central Palace, Lexington avenue at Forty-sixth street, New York City, beginning with abor Day, September 5, 1927 and continuing until Sep-:mber 17.

It will be the culmination of continuous effort and plan-ing on the part of representatives of every department of ie graphic arts, to produce an exposition of greater merit id utility than any ever attempted since the dawn of print-g, and it will be under the auspices of the International Club f Printing House Craftsmen. The specific movement for the 927 exposition began after the Milwaukee convention and ex-osition of the Craftsmen in 1924, and has been developed ever nce. Organization of the National Graphic Arts Exposition, ic., in which all factors interested have taken a substantial art, followed. The exposition will be truly educational and omplete.

The plan includes provisions that such expositions will be eld every five years, and no expositions are to be authorized between. This is based on practical experience.

ONE of the first actions, following the adoption of a complete plan, was the incorporation of the National Graphic rts Exposition, Inc., by W. A. Renkel, A. E. Giegengack, C. Baylis, E. F. Eilert and J. F. Herberger. Officers and rectors have been elected as follows:

esident, William A. Renkel; first vice president, A. E. Giegengack; second vice president, R. W. Nelson; third vice president, Ernest F. Eilert; treasurer, Joseph F. Herberger; secretary, John Clyde Oswald; counsel, Alfred E. Ommen.

rectors: *Harvey Weber,* Baker, Jones, Hausauer, Inc., 45 Carroll street, Buffalo, N. Y.

orge K. Hebb, Evans, Winter, Hebb, Inc., Woodward avenue and Erskine, Detroit, Mich.

W. Nelson, American Type Founders Company, 300 Communipaw avenue, Jersey City, N. J.

H. Kepley, H. B. Rouse & Company, 2214 Ward street, Chicago, Ill.

arles C. Walden, Jr., Walden, Sons & Mott, Inc., 41 Park Row, New York City.

A. Porter, Harris Automatic Press Company, Cleveland, O.

O. Jennings, 176 Park Row, New York City.

hn C. Burkhardt, Larned and Second street, Detroit, Mich.

W. Chabot, Hammermill Paper Company, 51 East 42nd street, New York City.

S. Warner, John F. Sarle Company, Inc., 50 Hudson street, New York City.

fred R. Flower, Flower Steel Electrotype Company, 461 Eighth avenue, New York City.

orge T. Lord, New York Employing Printers' Association, Inc., 461 Eighth avenue, New York City.

n Clyde Oswald, New York Employing Printers' Association, Inc.

The corporation was formed to be an advisory board and ding company, and to work with the Craftsmen in this l future expositions. The next exposition period would to 1932. This may be held in Chicago.

IT IS also the purpose of the organization to have the national associations of the graphic arts industry hold their conventions for the particular year at the place and time of the exposition. A number of 1927 conventions have already arranged to meet in New York during the exposition now in process of formation. The directorate includes two members of each group in the graphic arts industry.

When Is Any Thing WORN OUT? : : : : : :

An Editorial by "Schaphorst"

THE rule or formula that definitely answers this question has not yet been written. Some automobile owners declare that a car "wears out" in one year and they annually trade in their one-year-old cars for new ones. But the "old" car still continues to run for a number of years in the hands of subsequent owners.

In some steam power plants ten-year-old engines or turbines have been "junked" and replaced by more efficient and more economical apparatus.

We all have our own ideas about worn out clothes and when they should be replaced. The average man "wears out" one straw hat and one felt hat each year. Women "wear out" hats more rapidly than men. Some people use lead pencils until they are "stubs." Others discard them as soon as they are inconveniently short. And so on.

What, then, is a good rule? My answer is this: *A thing is worn out as soon as it is found that it will PAY to replace it.*

Simply because we can "get along" with an old machine, part, or thing, is no proof that it is not already worn out. My contention is that entirely too much machinery is in daily use that is "worn out." It should be replaced because it will *pay* to replace it.

R. W. Nelson, president of the American Type Founders Co., representing the exposition board, appeared before the Graphic Arts Conference Board at its fourth semi-annual meeting in Philadelphia, recently, and announced details which have already been completed for the 1927 expo:

The installation of exhibits can begin August 31, and the clearing of exhibits will be from September 18 to September 20, inclusive.

The rental of the space for three weeks will be $40,000, to include a main floor, mezzanine, and third floor, with an option on the fourth floor at an additional cost of $10,000.00. The main floor contains 27,600 sq. ft.; the mezzanine, 16,000 sq. ft.; the third floor, 19,000 sq. ft., and the fourth floor, if taken, 29,000 sq. ft.

There has been organized the National Graphic Arts Exposition, Inc., and $5,000 paid when the contract was signed;

"NPJ" ROUND TABLE
(CONTINUED)

$5,000 to be paid on the 30th day of June, 1926; $5,000 to be paid the 31st day of December, 1926; and $25,000 the 27th day of August, 1927, just prior to the opening date. These payments are guaranteed by responsible authorities.

The Exposition will continue for two weeks instead of one week as heretofore, and will be the largest ever held in this country. As conventions of the United Typothetae of America and several allied associations will be held during the time of the Exposition, there will be a very large attendance of those who are really interested in a Graphic Arts Exposition. I doubt if any concern manufacturing anything which the printer and allied tradesmen use will neglect the exhibit.

Diagrams of space together with contracts will be prepared and supplied early next summer, and sent by the National Graphic Arts Exposition, Inc., from their headquarters, 461 Eighth Avenue, New York, N. Y.

ASSOCIATION PROGRESS

RESOLUTIONS adopted by the N. E. A. at the 1926 convention in Los Angeles included condemning free publicity and expressing appreciation for the hospitality extended by the various organizations and communities; favoring continuance of the campaign for legislative relief from government competition in the printing of return addresses on stamped envelopes until Congress changes the present law. The convention unanimously approved a resolution denouncing the present high postage rates on second class mail matter.

Dates for Printers and Publishers

September

GRAPHIC ARTS EXPOSITION, Sept. 5-17, 1927, New York City.
ILLINOIS PRESS ASSOCIATION, Sept. 20-Oct. 2, Champaign-Urbana.
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS, 2-4, Montreal.
MISSOURI PRESS ASSOCIATION, 23-25, Cape Girardeau.
GEORGIA PRESS ASSOCIATION, Louisville, Ga., Sept. 20-22.

October

INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION, 22-23, Detroit.
UNITED TYPOTHETAE OF AMERICA, Book Cadillac Hotel, 16-20, Detroit.

November

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, 8-10, French Lick Springs.

Newspaper Contests

KENTUCKY PRESS ASSOCIATION—Charles A. Kirk. Paintsville *Herald,* best weekly in state, $100 loving cup; R. E. Garrison, Anderson *News,* second, $25. Carlisle *Mercury,* Warren Fisher, $50 loving cup for best single edition and $10 for best editorial. The Somerset *Journal,* Leitchfield *Gazette* and Berea *Citizen,* tied for second. Danville *Messenger,* J. Curtis Alcock, first in three advertisements contests—best full-page, best half and best quarter-page; Lebanon *Enterprise* second, and Berea *Citizen* third.

NEVADA STATE PRESS ASSOCIATION—Best weekly, Churchill *County Eagle* of Fallon; tri-weekly, Elko *Free Press;* dailies, cities under 10,000, Eli *Times* and *Winnemucca Star* tied; over 10,000, *Nevada State Journal,* Reno.

NATIONAL EDITORIAL ASSOCIATION—Geneva (Neb.) *Signal,* Frank O. Edgecombe (President 1925-6), first award national community service contest; second to Marcy B. Darnall, Florence (Ala.) *Herald;* third, John N. Green, Colorado Springs (Colo.) *Farm News;* honorable mention: J. P. O'Furey, Hartington (Neb.) *Cedar County News;* Richard C. Anzer, Union City (N. J.) *Hudson News;* Moreau & Moreau, Flemington (N. J.) *Hunterdon County Democrat;* Charles M. Meredith, Quakertown (Pa.) *Free Press.*

LEN FEIGHNER'S ROLL OF HONOR

THE FIELD DIRECTOR of the Michigan Press Association recently published the names of all the member-papers having already paid dues for 1926. There are reports from many points that collections have been slow. Michigan seems to be an exception.

Association Elections

NATIONAL EDITORIAL ASSOCIATION—President, Herman Roe, Northfield (Minn.) News; vice-president, Charles M. Meredith, Quakertown (Pa.) Free Press; treasurer, W. W. Aikens, Franklin (Ind.) Star. Executive Committee: Harry E. Taylor, Traer (Iowa) Star-Clipper; L. M. Nichols, Bristow (Okla.) Record; Justus Craemer, Orange (Calif.) News; John A. Kuypers, DePere (Wis.) Journal-Democrat.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—President, Frank T. Carroll, Indianapolis (Ind.) News; vice-president, William E. Donahue, Chicago (Ill.) Tribune; honorary vice-presidents, Lieut. Col. Edward F. Lawson, London Daily Telegraph, Dr. Marcel Knecht, Le Matin, Paris. Directors: A. L. Shuman, Fort Worth Star-Telegram and Record-Telegram; H. S. Conlon, Grand Rapids Press; W. F. Rogers, Boston Transcript; Frank E. Tripp, general manager of the Gannett, Newspapers, Elmira, N. Y.; J. K. Groom, national advertising manager of the Aurora Beacon-News, Elgin Courier-News, and Joliet Herald-News; Irving R. Smith, Los Angeles Times; John F. Tims, Jr., New Orleans Times-Picayune; and Mr. Donahue.

MISSISSIPPI PRESS ASSOCIATION—President, James H. Skewes, Meridian Star; first vice-president, T. L. Turner, Belzoni Banner; second vice-president, E. T. Winston, Pontotoc Sentinel; treasurer, J. O.

LARGE or SMALL, TODAY'S NEWSPAPERS Face CHANGE

BYRON NORRELL
Ada (Okla.) Daily and Weekly News

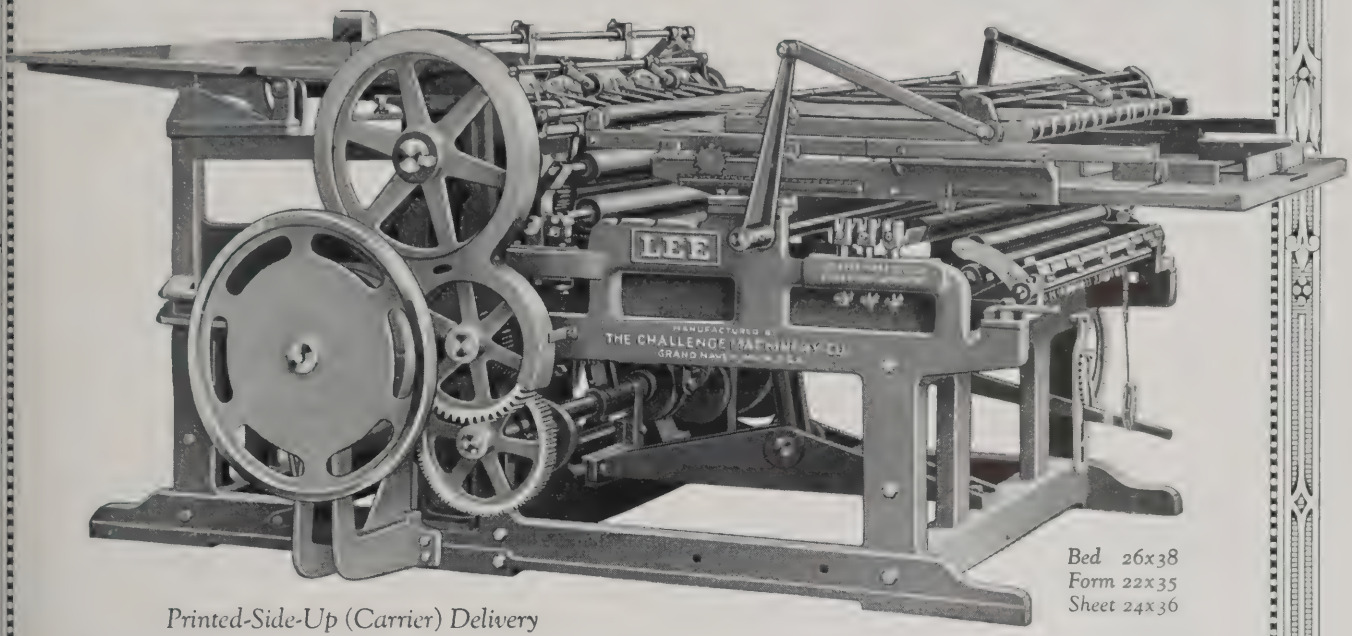
FROM Mr. Norrell's address to the 1926 annual of the National Editorial Association, Los Angeles: "In adjusting itself to changing conditions, the weekly newspaper of the future must be a better article than in the past and one quite different. Faster through trains, rapid highway transportation, radio and the airplane are revolutionizing the newspaper game. There are no longer segregated communities. *There are no more sensational scoops by metropolitan papers, for even the fastest working organization is outdistanced by radio flashes.* With well nigh universal literacy, all read newspapers, and most read daily papers.

"The Ada *News* now issues a daily, and we are gradually changing the weekly to a farm and rural community organ, using less general news than in the days when there were no rural routes and radios when a weekly was all most families took.

"Such a paper must exert its chief efforts toward personal and community news, the school, the church and local problems. It must cover these, and cover them well.

"The weekly newspaper is not likely to grow in size, but it must improve in quality, for the people demand more than they did before education was as widespread as it is now. The editor must keep himself in close touch with his readers and in sympathy with their strivings and aspirations. Above all, he must be fair and unbiased if he is to command the influence for good that should be his goal."

Eight Years of Success



Printed-Side-Up (Carrier) Delivery

Bed 26x38
Form 22x35
Sheet 24x36

THE hundreds of printers who operate the dependable, economical and easily handled LEE PRESS, many of them from five to eight years, are successful printers, for the LEE has enabled them to increase their volume of business because they have been able to handle a much greater variety of printing and to also build up a reputation for good work.

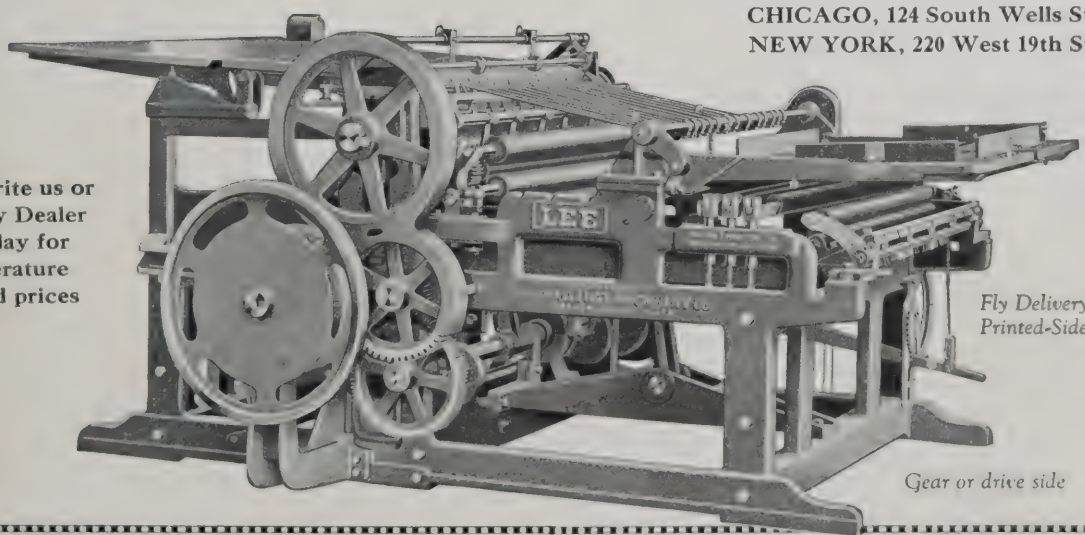
Competition in the printing business is very keen everywhere and the live commercial printer or publisher who has the versatile, money-making LEE PRESS is able to produce a larger variety of work than his competitor—at lower cost.

The popular LEE PRESS is now made in two styles (both the same size bed), the only difference in construction being in the method of delivering the printed sheet.

The Challenge Machinery Co., Grand Haven, Mich.

CHICAGO, 124 South Wells Street
NEW YORK, 220 West 19th Street

Write us or any Dealer today for literature and prices



Fly Delivery
Printed-Side-Down

Gear or drive side

A Saving that is GUARANTEED

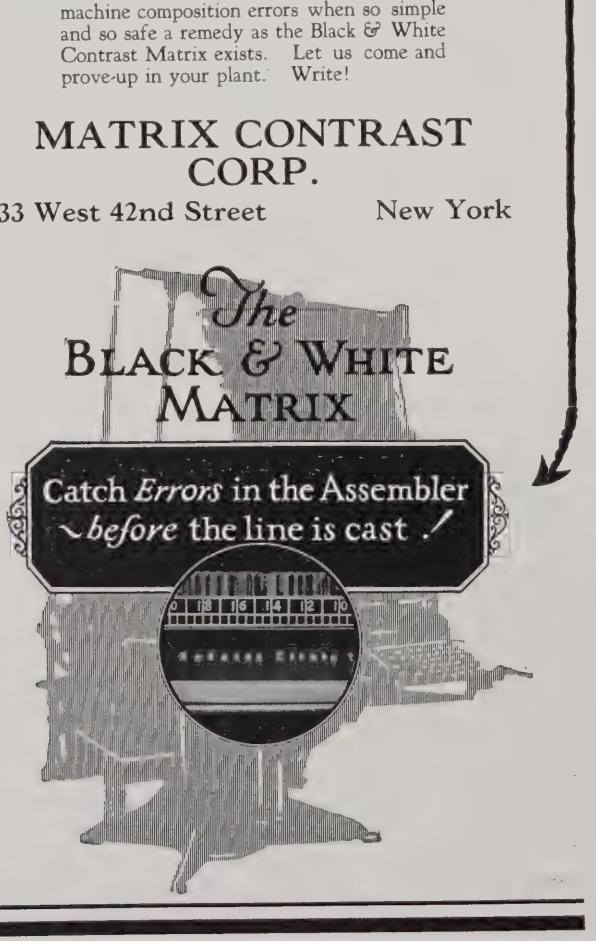
MANY methods and devices claim to save time, money and effort but few actually *guarantee* to save money right in your own plant on your own run of work.

We come into your plant; check your run-of-shop errors; give you these figures; process a portion of your equipment; then re-check errors. If we do not show a saving of at least 25% of machine composition errors, there is absolutely no obligation; if we do, why naturally you will want to install the process on your complete equipment. Could anything be fairer, safer, surer?

Why continue wasting money through the excessive cost of making and correcting machine composition errors when so simple and so safe a remedy as the Black & White Contrast Matrix exists. Let us come and prove-up in your plant. Write!

MATRIX CONTRAST CORP.

33 West 42nd Street New York



"NPJ" ROUND TABLE
(CONTINUED)

Emmerich, McComb Enterprise; chaplain, Senator S. Joe Owen, New Albany Gazette.

MICHIGAN ASSOCIATED PRESS EDITORIAL ASSOCIATION—President, George W. Scotford, Jackson Citizen-Patriot; vice-president, A. L. Miller, Battle Creek News and Enquirer; secretary, David J. Wilkie, Associated Press Correspondent, Detroit.

NEW JERSEY PRESS ASSOCIATION—President, Frederick L. Crane, Elizabeth (N. J.) Journal; vice-president, Edmund H. Carpenter, Woodbury Democrat; secretary, John W. Clift, Summit Herald; treasurer, W. B. R. Mason, Brook Chronicle.

SOUTHEAST MISSOURI PRESS ASSOCIATION—President, Simon H. Loebe, Charleston Times; vice-president, Alden Pinney, Benton Scott County Democrat; recording secretary, Paul C. Jones, Kennett Dunklin County News; corresponding secretary, Max Denman, Farmington News.

OREGON STATE EDITORIAL ASSOCIATION—President, A. L. Mallery, Tillamook, secretary-treasurer, Hal E. Hoss, Oregon City Enterprise. Regional vice-presidents: R. H. Jonas, Prineville Central Oregonian; Ralph Cronise, Albany; B. W. Bates, Roseburg News-Review; George Aiken, Ontario Argus; Lionel Gordon, Marshfield.

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION—President, John A. Park, Raleigh (N. C.) Times; secretary-treasurer, Wiley L. Morgan, Knoxville (Tenn.) Sentinel. Directors: Victor H. Hanson, Birmingham (Ala.) News; J. S. Parks, Ft. Smith (Ark.) Southwest American and Times-Record; Herbert Felkel, St. Augustine (Fla.) Record; Clark Howell, Jr., Atlanta (Ga.) Constitution; Urey Woodson, Owensboro (Ky.) Messenger; L. K. Nicholson, New Orleans (La.) Times-Picayune; Frederick Sullens, Jackson (Miss.) News; C. A. Webb, Asheville (N. C.) Citizen; E. K. Gaylord, Oklahoma City (Okla.) Oklahoman and Times; W. W. Holland, Spartanburg (S. C.) Herald and Journal; M. Stratton Foster, Clarksville (Tenn.) Leaf Chronicle; A. E. Clarkson, Houston (Tex.) Post Dispatch; J. P. Fishburn, Roanoke (Va.) Times and World News; W. Guy Tetrick, Clarksburg (W. Va.) Exponent.

CANADIAN WEEKLY NEWSPAPERS ASSOCIATION—President, J. A. MacLaren, Barrie (Ont.) Examiner; first vice-president, W. S. Wynn, Yorkton (Sask.) Enterprise; second vice-president, S. Ainslow, Campbellton (N. B.) Graphic. Directors: Hugh Savage, Duncan (B. C.) Leader; R. E. White, Kamloops (B. C.) Sentinel; H. G. McCrae, Hannah (Alta.) Herald; L. D. Nesbitt, Bassano (Alta.) Mail; James MacDonald, Unity (Sask.) Courier; S. J. Dornan, Alameda (Sask.) Despatch; D. C. Dunbar, Estevan (Sask.) Mercury; J. L. Cowie, Carberry (Man.) News-Express; W. V. Udall, Boissevain (Man.) Recorder; F. A. J. Davis, Carleton Place (Ont.) Central Canadian; W. E. Mason, Sudbury (Ont.) Star; D. Williams, Collingwood (Ont.) Bulletin; E. D. Evans, Strathroy (Ont.) Age-Despatch; J. E. Fortin, Beauceville (Que.) L'Eclaireur; George Legge, Granby (Que.) Leader-Mail; Harry Arenburg, Lunenberg (N. S.) Progress-Enterprise; D. Lawson, Yarmouth (N. B.) Herald.

PRICE and ASHLAND (Wis.) GROUP of W. P. A.—President, George Sackett, Phillips Times; M. D. Hinshaw, Park Falls Herald, secretary and treasurer.

CONSOLIDATION PUBLISHERS, Inc., FORMED

Organization of a new corporation by Paul Block and associates, to be called Consolidation Publishers, Inc., and to hold full stock ownership in some of the newspapers and other publications represented by the Block interests, is revealed in an announcement of financing in behalf of the company. The newspaper properties which are to be controlled are the Toledo (Ohio) *Blade,* the Newark (N. J.) *Star-Eagle,* the Duluth (Minn.) *Herald* and the Lancaster (Pa.) *New Era.*

The financing, which has been underwritten by Lehman Bros. and Hallgarten & Co., New York, will take the form of an issue of $4,300,000 ten-year collateral trust 6¾ per cent gold notes, maturing July 1, 1936, of the Consolidated Publishers, Inc., all of the stock of which will be held by Paul Block and his associates in the management of the newspapers.

The entire proceeds of the issue are to be devoted to the acquisition of the Toledo *Blade,* which, founded in 1836 and the only evening paper in Toledo having an Associated Press franchise, has a circulation of 120,000.

A "ZIM" FROM LOUIS ZIMMERMAN

THE SECRETARY of the Wisconsin Press Association published this in a recent issue of his bulletin: "POOR BUSINESS—Forty ads were sent out to weekly papers by an advertising representative of a city manufacturer. Two weeks after the ads had been sent out it was necessary to write 16 of the newspapers asking them if the copy had been received. Sixteen had sent checking copies and no invoice. None of the 40 papers acknowledged receipt of the advertisement. Thirty days after the ad went out each paper received its check. The business service given by these papers was so utterly unsatisfactory to the solicitor that he gave it up in disgust. There is a mighty moral to that story."

NO END TO COST FINDING WORK

THE OCTOBER PROGRAM of the Inland Dailies, Will Tufford, secretary-treasurer, will bear a good deal on the cost finding system of the association, which has become known over the world. The Southern is now working with the Inland

"NPJ" ROUND TABLE
(CONTINUED)

o perfect the methods and findings. Recently a request for a opy of the last finding came to Mr. Tufford from Denmark. There have been inquiries from Australia and the Sandwich slands, and the research departments of universities. "A state ssociation, consisting mainly of weeklies," says a bulletin by Mr. Tufford, "is going to take this up next year and remodel he system to fit weeklies."

REDIT WORK IN FLORIDA GROWS

Associated Dailies of Florida, according to its bulletin, is loing a good deal of effective work along credit lines, publishng bulletins and handling many cases in letters. "The prediction is made," says the announcement, "that 1926 will see a Florida credit department which will be burglar-proof."

THE GRAPHIC ARTS COMPOSITOR

Name of a new publication by the Trade Composition Guild of Milwaukee, Wis. The announcement says: "Probably every printer who reads these lines will agree that we of he fraternity should all advertise. It's just as absurd for a printer not to develop his sales field by means of advertising, as it is for a cobbler to let his children go barefoot!

"But the vexing question, in most cases, is not 'Shall I Advertise' but "*How* Shall I Advertise?' Therefore, in the hope hat they may help in the solving of this problem, we venture a few suggestions.

"First of all, a printer's advertising should consist of accurate samples of the kind of service that he is prepared to furnish o his customers. That is, it should be of the direct-by-mail variety, and every mailing piece ought to be planned not only as an *advertisement,* but as a *sample.* The printer whose outlet is sufficiently broad may, of course, use newspaper space, too. But he is the exception; and we are speaking to the fraternity at large.

"By 'accurate samples' we mean just that! If yours is a small shop, if your equipment consists of platens only, send out a variety of folders, blotters, letters, mailing cards and the like, of such size and quality as you are equipped to produce for your customers. If you specialize on office forms or on envelope stuffers, let the copy emphasize that fact; and let he various mailings lean toward your specialty, in physical form.

"The larger plant, of course, will use larger and more elaborate mailing pieces. These, too, will be representative of the product and service of the plant. The printer who specializes on the production of direct advertising pieces will send out folders, brochures, broadsides, booklets. The really big plant will need *de luxe* pieces, to do justice to the quality of their service and the extent of their equipment; and such a plant, too, will do well to give consideration to the house organ. The house organ unquestionably is the best all-around advertising medium for the printing establishment; used, generally, in combination with assorted direct advertising mailings that comprise samples of the printer's product.

"And, above all, keep everlastingly at it! Send out your sales messages regularly. Make the monthly advertising piece 'rush job,' even though occasionally you have to side-track ther work that seems more important!

"For there's nothing more important to you, Mr. Printer, than the development of your own sales field."

MANUFACTURERS : SERVICE

'N IDEA; HOW IT WAS SOLD AND BOUGHT

Whenever Something New come out, there are some of us who wonder how the idea originated, how it got to the particular place where it was adopted, and the reasons for its adoption seen by those using it. Would we have done the same thing under the same conditions? If we have ever passed up any ideas and plans which afterwards proved to be good, we may ask ourselves other questions.

A visitor sightseeing the plant of the Gilbert Paper Co., Menasha, Wis., was in the end introduced to President A. C. Gilbert, and asked if the company ever "bought any ideas." There is nothing unusual about such a question under such circumstances. Mr. Gilbert replied: "Yes, if they are good." The visitor went his way.

"I never gave it a second thought," said Mr. Gilbert the ther day, "until this visitor called me up on long distance and said he had an idea.

"An appointment was made. There was some misunder-

$ Millions of Dollars

in the aggregate, are tied up in standing forms.

A good part of this is unavoidable, but there remain many millions unnecessarily frozen in repeat order jobs which can be freed and made available for productive purposes.

If you have a standard job press, you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

It's so easy to make your own Certified stereotypes.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can improve the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon and we will start sample and particulars on the way to you at once.

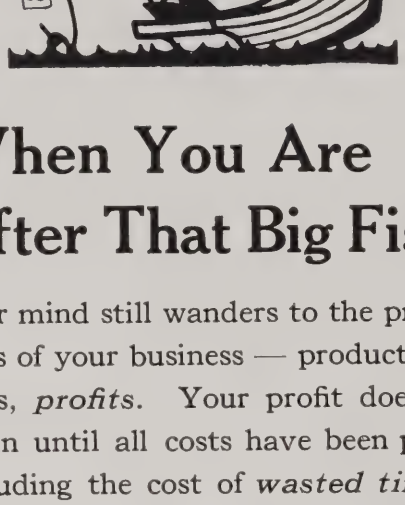
Certified Dry Mat Corporation
338 Madison Ave., New York, N. Y.
for wet mat printing with DRY MAT facility — use Certifieds.

Date.....

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Gentlemen:
You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

NAME ..... ADDRESS ..... BY ..... TITLE



When You Are After That Big Fish

your mind still wanders to the problems of your business — production, sales, *profits*. Your profit doesn't begin until all costs have been paid including the cost of *wasted time*. This latter cost is the problem of all manufacturing.

Solve yours by installing time-saving appliances. The

C&G TRIMMITER

[Composing Room Saw and Mitering Machine]

will make your next summer's vacation more enjoyable by looking back upon *time saved* and *more profits*.

Compositors Are Not So Dumb

by Ed. J. Nickerson (*M. P.*)

— an interesting book that you will enjoy tremendously while on your vacation.

It's free for the asking. Send for a copy today.

Cheshire & Greenfield Manufacturing Co.

182 Huron Street, Milwaukee, Wis.

"NPJ" ROUND TABLE
(CONTINUED)

standing. The visitor arrived with another man. My secretary informed them I was not going to be in until the next morning. These men, being real salesmen, were not content to waste all day in a small town, inquired as to where I might be found and immediately proceeded out to the golf course where they waited about a half hour till I had holed out at the 18th.

"They approached me and introduced themselves and explained that they were unable to stay over till the next day and requested fifteen minutes of my time, which was cheerfully granted. We walked over and sat down on a bench in the shade.

"They said they had a reference book. My opposition was aroused because I knew that reference books were often sold and seldom used. They continued to explain how every printer, advertising man, advertising agency, and publisher referred almost hourly to the material contained in the dummy which they had. I asked to see the dummy. That was just what they wanted; for me to ask to see the idea.

"It was so complete, it sold itself because I knew at a glance that all these people who buy and use paper in any quantities or had anything to do with advertising would refer to the electrotype scales, photo engravers scales, color process scales, post office memoranda, paper sizes and weights and the other material used almost daily by everyone mentioned above.

"To say the least, we bought the idea; we placed an order for a quantity and requested that no one else be sold the same idea before January 1, 1927. This sale took only one-half hour of time.

"Why did we buy the idea? How could we help buying an idea that contained information that was used daily, but that had never before been combined within the covers of one book.

"During a later conversation, I learned that while the idea was conceived in about ten minutes, it took over two years to get permission from the various trade associations to use the scales contained therein.

"Since mailing out the *Information Book for the Printer*, we have been more convinced than ever that the idea was good. Everyone who has seen a copy has requested one for themselves, if they had not already received one, and I believe at the rate the requests are coming in, we'll have to get out a second edition before long."

ON THE HOTTEST DAY OF SUMMER

I Doubt if O. H. Kepley, general sales manager of H. B. Rouse & Co., Chicago, would admit being a mystic, but in his recent advertising of the Rouse Roller Cooling Fans, he was surely right on time. The circular came across the desk in July, just behind the afternoon's newspaper saying it was the hottest day of the year. That isn't all: Today, as I write this, I see a newspaper headline that the old thermo reached 90 in the shade up here in "cool Milwaukee." The folder aptly shows the values of the fans in contending with hot-weather problems in the press room. The circular contains a list of fans by numbers which fit the various hand-fed and automatic presses.

SIMPLIFIED NEWSPAPER STEREOTYPING

The Certified Dry Mat Corporation, 342 Madison avenue, New York City is responsible for a booklet under the foregoing name, with the qualification "the Certified Road to", and a very much worth while publication for all who are interested in stereotyping problems, from casting boxes up. It points out the relative lack of progress made in this field of newspaper and printing production, and after reviewing wet mat processes and the discovery of the dry mat, cold stereotyping, explains the advantages of the product issued by the Certified company. More than this, there are many specific points of instruction as to seasoning, underlaying halftones, taking impressions, backing, etc., etc. The following are mentioned as users of this product, a part of the long list: Cleveland (O.) *Plain Dealer*, Detroit, (Mich.) *Times*, Houston (Tex.) *Post-Dispatch*, Kansas City (Mo.) *Journal-Post*, Milwaukee (Wis.) *Sentinel*, New York (N. Y.) *Times*, Peoria (Ill.) *Journal-Transcript*, Syracuse (N. Y.) *Post-Standard*, Tampa (Fla.) *Tribune;* N. E. A. Service, Cleveland, and Central Press Association. Copies of the booklet are available on request.

GOSS EQUIPMENT RECENTLY INSTALLED

St. Paul (Minn.) *Daily News*, high-speed straightline sextuple; United States Daily, Washington, (D. C.) straightline sextuple; Des Moines (Ia.) *Capital*, six high-speed, low-con-

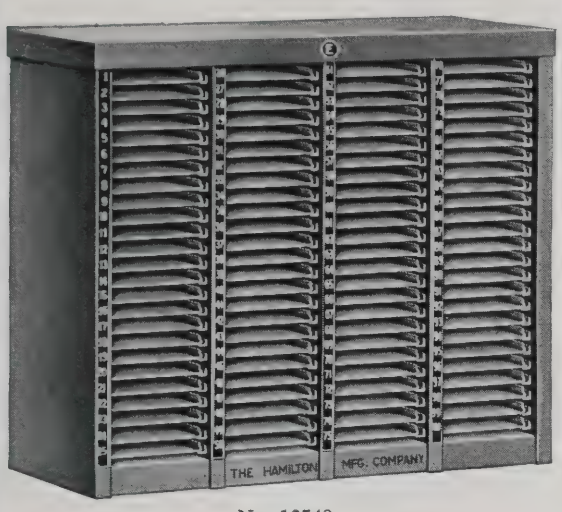
HAMILTON

Galley Storage Equipment

Hamilton Galley Storage Cabinets and Hamilton Imposing Tables with Storage Units are time, labor, and space savers. They are indispensable equipment in every plant handling catalog, book or tariff printing. The Unit System provides a desirable flexibility for systematic plant enlargements.

No. 13520

Accommodates 100 double-column galleys, in four tiers, on shelves.

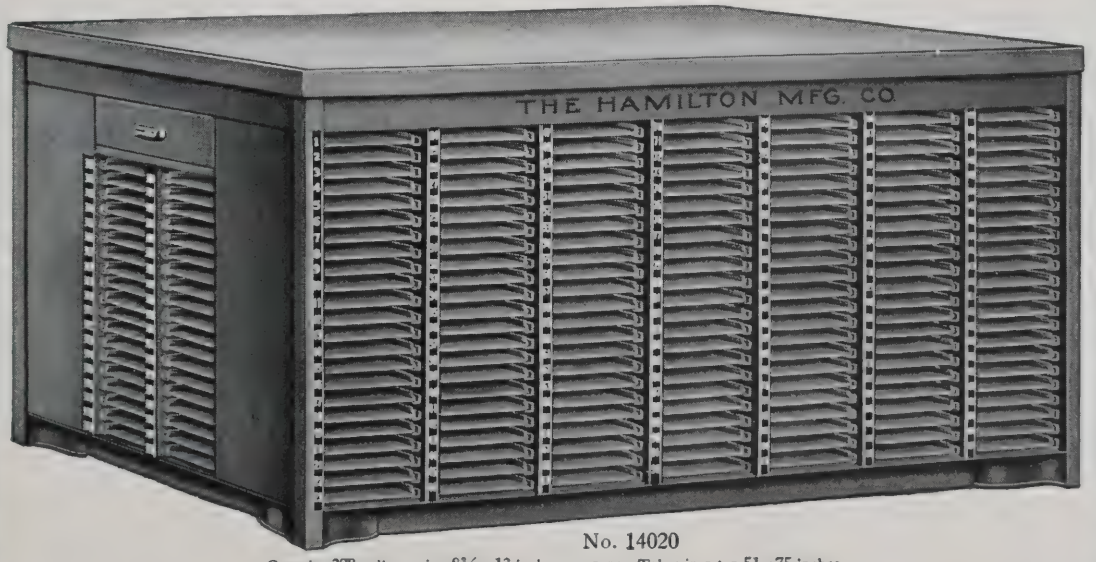


No. 13540

Accommodates 100 galleys, size 8¾ x 13 inches, on runs.

CABINETS with runs are 38½ in. high; with shelves, 43 in. high. All galley openings are regularly numbered from 1 up to capacity of cabinet.

Both of the above designs are made for various size galleys. All galley openings are numbered; symbol letters for cabinets are supplied gratis when desired. Write for descriptive circular showing complete line.



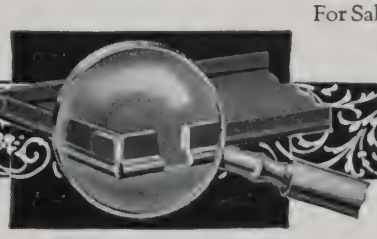
No. 14020

Capacity 378 galleys, size 8¾ x 13 inches, on runs. Takes iron top 51 x 75 inches.

HAMILTON MANUFACTURING COMPANY

TWO RIVERS, WISCONSIN.
RAHWAY, N. J.

For Sale by All Prominent Typefounders and Dealers Everywhere.



Hamilton One-piece Steel Galleys. *Note the double-strength side walls.*

Johnsonized

The Economical Printing Machinery

Johnsonized service is a very important part of any contract with us. We furnish competent mechanics to superintend the installation of all Cylinder Presses sold by us. He is competent to take full charge to the end that the press is ready for your use when you need it. Then, our machinist stays with you until the press has been given a good try-out.
The following comments from recent purchasers of Johnsonized machinery will be of interest to prospective purchasers of printing machinery. The Johnsonized guarantee of entire satisfaction means just that.

From The Pawnee City Republican.
Pawnee City, Nebr.
We are very much pleased with the Two-revolution Johnsonized Cottrell Press just installed. We also want to compliment you on the ability of your erector.

From The Democrat Prtg. Co.
Hastings, Nebr.
The Johnsonized No. 1 Miehle Press has been installed and running now for some time, and is apparently in first class shape. We appreciate the very courteous and efficient way in which the installation was taken care of.

From The Dow City Weekly Visitor.
Dow City, Iowa.
The Johnsonized Two-revolution Cottrell News and Job Press is entirely satisfactory and working in fine condition. This is the second time you have installed a press for me. Your erector is equally competent and courteous.

From The Renville County Republic.
Olivia, Minn.
You did a very good job in installing the Johnsonized Babcock Press.

From The Minocqua Prtg. Co.
Minocqua, Wisc.
The installation of the Johnsonized Miehle Press has been completed and we have finished two 5000 runs of booklets, most all half tones, and the press brought them out sharp and clear with very little make-ready. It does equally as good work as a new one.

From The Commercial Advertiser.
Red Cloud, Nebr.
The Johnsonized Babcock Press is the smoothest running press of its kind that I have seen in my thirty years in the newspaper game. I am more than satisfied.

From The G. E. Bishop Prtg. Co.
Sterling, Ill.
The Johnsonized Premier Press is entirely satisfactory. My dealings with the House of Johnson have been most pleasant.

From The Neenah Prtg. Co.
Neenah, Wisc.
We feel indebted to you for the deal you gave us on the Johnsonized Whitlock Two-revolution Press. The Press works like new.

From the Kuypers Publ. Co.
DePere, Wisc.
The Johnsonized No. 4 Miehle Press meets all requirements, and your erector was most efficient.

Send for a complete list of Johnsonized Machinery, or call on us when you are in Saint Paul.

C. I. Johnson Mfg. Co.

Furnishers of Complete Printing Outfits
48-50 East 3rd St. Saint Paul, Minn.

"NPJ" ROUND TABLE
(CONTINUED)

struction press units and two pairs folders; Pulaski (Va.) *Southwest Times,* Comet flat-bed web perfecting; W. F. Hall Printing Co., Chicago, two special Goss 96-page magazine presses, specially designed for the *Liberty* Magazine; Canon City (Colo.) *Daily American,* Comet; Chicago (Ill.) *Tribune,* ten high-speed low-construction press units, making a total of sixty units and twenty pairs of folders; Scranton (Pa.) *Polish National Union,* Comet; Cincinnati (O.) *Times-Star,* added three straight-line sextuples to Goss equipment; Ocean City (N. J.) *Sentinel-Ledger,* Goss Comet flat-bed web perfecting press.

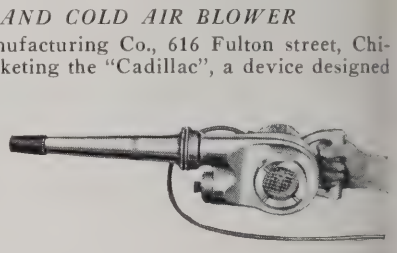
NEAL DOW BECKER HEADS INTERTYPE

ANNOUNCEMENT OF THE election of Neal Dow Becker to the presidency of the Intertype Corporation, Brooklyn and New York City, succeeding H. R. Swartz who in addition to being president of the R. Hoe & Co. is chairman of the board of Intertype, brings out that Mr. Becker's earliest dollars were earned selling newspapers on the streets of a little place near Buffalo, N. Y. He later was a reporter for the Buffalo *Courier.* Mr. Becker has scored notable successes not only in the American but especially in the foreign business field and, in addition to his success in the law, he was chosen director and treasurer of the Federated American Chambers of Commerce of the Near East. He has served as consul general of Bulgaria in the United States. In 1913-24 he was president of the Hammond Typewriter Co., specializing in export business.

The resignation of G. C. Willings as vice-president of Intertype has been announced, effective not later than Oct. 1, Mr. Willings to return to his old home and interests in Florida.

CONVERTIBLE HOT AND COLD AIR BLOWER

THE CLEMENTS Manufacturing Co., 616 Fulton street, Chicago, has just begun marketing the "Cadillac", a device designed especially for evaporating condensed moisture as the need may arise among printers, in newspaper plants, electrotyping plants, engraving houses, etc. It serves to dry electrotypes, matrices and paper stock, delivering 47 cubic feet of air per minute at 135-140 degrees fahrenheit and with a velocity of 13,470 feet per minute. The Cadillac weighs but 9 pounds, and operates from any electric light socket, having a full one-third h. p. motor and ball bearings. With the heating element turned off, it serves to blow dirt and dust out of motors, presses, forms, etc.



THE STORY THE SKELETON TELLS

THIS FOLDER, by the Toledo Metal Furniture Co., Toledo, O., is a contribution of value to the growing recognition of proper seating facilities for operatives in printing and newspaper plants. The company makes the Uhl Steel Posturchair. The fatiguing features of ordinary chairs, as well as the advantages of proper seating and position while working, are shown.

BON VOYAGE TO C. E. MOLDRUP

ALL FACTORY AND MAIN OFFICE employes of the Lanston Monotype Machine Co., took part in a luncheon recently given in honor of Mr. Moldrup, factory manager, prior to his leaving for Europe. The party took place in sales department on the fifth floor of the big Monotype structure, Twenty-fourth and Locust streets, Philadelphia. A quartette of employes sang and all joined in specially prepared choruses. Mr. Moldrup, who is widely known in the newspaper and printing production field, was presented with a fine traveling bag. His association with Monotype dates back to the earliest days of that device.

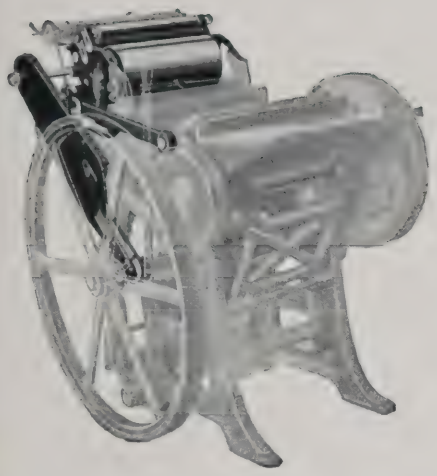
AMSCO PRODUCTS FOR PRINTERS

THE AMERICAN STEEL Chase Co.'s latest price list covers publication, heading, newspaper, stereotype, electrotype and job press chases, iron furniture, form trucks, galleys, cutters and miterers, with complete descriptions and useful hints. The company is also showing a line of brass rules and a cleanser.

CLOISTER LIGHTFACE, Roman and Italic

ANOTHER BEAUTIFUL publication is at hand from the American Type Founders Co., showing specimens of the Cloister Lightface in very striking ways. There are a number of pages

The Rosback Cylindrical Ink Distributor



Built for New Series 10 by 15 and 12 by 18 C. & P. Presses.

Small Shops Can Handle Work Never Possible Before---

Many small shops having only Gordons have in the past been obliged to turn down a certain class of work—or if they did attempt to turn it out on a Gordon, it has been at the risk of incurring the dissatisfaction of the customer.

The small Gordon Shop can now produce the highest quality of work by merely installing a Rosback Distributor. Halftone forms—color work—elaborate covers, etc., can be produced with perfect results on an ordinary Gordon press, in fact there is nothing up to the limit of your chase that you cannot produce as quickly, economically and satisfactory on a Gordon press equipped with the Rosback Distributor.

Manufactured by

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

A Good Book-News Black

Intensely Black
Free From Grit
Quick Setting

Will Not Fill Up Type or Cuts

28-lb. (Steel Bucket) 17c the pound
56-lb. (Steel Bucket) 16c the pound
F. O. B. Chicago

Packed in Steel Buckets Eliminating Leaky Packages and Waste.

"Give Your Publication A Chance"

DUNHAM-WATSON CO.

644 S. Clark Street Chicago, Illinois

Manufacturers of Printing and Offset Inks

4687 *NEW* SUBSCRIBERS

Represents the result of our work for

THE MORNING SUN

Portsmouth, Ohio

This wonderful increase was secured for The Morning Sun in TEN WEEKS TIME—Of the total business secured for THE PORTSMOUTH MORNING SUN the NEW SUBSCRIBERS REPRESENTED

86%

Our plan eliminates the usual worries in your circulation department with solicitors—premium and every subscriber is PAID-IN-ADVANCE — HIGH CLASS, CLEAN CIRCULATION — ASK THE PORTSMOUTH SUN.

COAST TO COAST SERVICE

WRITE *"21 years doing one thing well"* WIRE

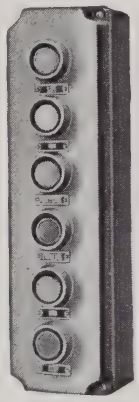
PACIFIC COAST CIRCULATION SERVICE

Bell Block **Cincinnati, Ohio**

CLEAN, SELF-FINANCING SUBSCRIPTION CAMPAIGNS

Local References: Provident Savings Bank & Trust Co.

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE SYSTEM

"NPJ" ROUND TABLE
(CONTINUED)

devoted to examples of the use in booklet covers, and so on. Their use with color is also illustrated. Reports are that Cloister is becoming a big favorite. It may be seen in a great many fine pieces of printing and highest class advertisements. It was in 1914 that the American Type Founders Co. first announced Cloister Old Style. It is an adaptation for present needs and requirements of the celebrated type design by Nicolas Jensen, which was first used in his printing house in Venice, in 1470.

MAIN OFFICES ARE MOVED

THE AMERICAN HIGH SPEED Press Co. announces removal of its main offices, New York City, to 547 West Twenty-third street. The New York service department continues at 56 West Twenty-fourth street, with H. Koch in charge. The Philadelphia service office is at 1151 North Third street, James Webb in charge. Repair parts are carried in both service stations.

PRODUCTION ANGLES

PRINTER vs. LETTER WRITING

UNDER THAT CAPTION, S. R. Stauffer, writing in the *Postal Adviser,* has this to say of interest to the production departments as well as those engaged in promotional efforts: "First, printing is an old art and we have learned a great deal in five hundred years. On the other hand, modern business letter writing is a comparatively new art, less than fifty years old. By the time the art of business letter writing has another hundred years behind it, we can look for a better quality of business letters also.

"It seems to me that there are four faults underlying the great mass of ineffective business letters. First, the paper stock is not as good as it should be. Second, the letterhead design isn't as attractive as it might be. Third, the display of the typed letter upon the page is not as artistic as it ought to be. Fourth, the copy itself is not as human, intelligent and carefully planned as it needs to be."

WORKING HOURS IN NEWSPAPER FIELD

THE BULLETIN OF the Pennsylvania association reports that a survey in 234 cities covering 465 newspapers shows that there are

333	newspapers working	48	hours
2	newspapers working	47	hours
2	newspapers working	46½	hours
19	newspapers working	46	hours
70	newspapers working	45	hours
26	newspapers working	44	hours
11	newspapers working	42	hours
2	newspapers working	41	hours

MISUSE OF SYSTEM CAUSES LOSS

PLEADING FOR MORE SANE USE of time tickets, C. Frank Crawford of the Albert H. King Co., New York, says the following in U. T. A. *Bulletin*: "Many years of close contact with both the manufacturing and commercial ends of the printing business have convinced me that when a man is honest and puts down on his time ticket the actual *honest-to-goodness* time he has taken in performing some unit of production and that time happens to be more than someone on the street selling printing, or some one estimating on it in the front office *thinks* it ought to take, the workman is sure to be called down and told he will have to do better or look for another job. The result is that, in 999 cases out of 1,000, his time tickets begin to show less and less time taken in productive work on every job he handles, and with the further result that he is praised by his boss, gets a bonus and is held up as an example to every one else in the shop, whereas he is simply robbing his concern on every job he handles and sets up a false standard of time which continues to rob the concern on every job that goes through the plant."

TAKING GOOD CARE OF SPACEBANDS

IF THE AVERAGE LINE is 13 or 14 ems long, the average number of spacebands used would be at least five and with a full set of 30 bands (which few machines carry) that would mean that each band would be used every six lines. The spaceband is a reciprocating or double wedge, and the primary purpose in cleaning it is to remove any particles of metal that may adhere at the casting point. The secondary purpose is to lubricate both the wedge and sleeve as well as

The Goes Bordered Blanks Are Real "Printers' Helps"

Every Business House in town is a prospect for

Goes
Art Advertising Blotters

Write for Samples

because they help printers to produce high grade printed products quickly, easily, and economically. They facilitate the production and enhance the appearance and value of Membership Certificates, Licenses, Permits, Guarantees, Warranties, Charters, Lodge Passes, Commissions, Coupons of all descriptions and thousands of other varieties of printed matter.

The Goes Bordered Blanks will help Printers to open new business channels and to secure better prices and longer profits for their work.

The Goes Bordered Blanks have been especially designed for type overprinting. They are lithographed in rich appropriate colors. The assortment includes 100 styles ranging in size from 2¾ by 6¼ ins. to 17 by 22 ins. —something for practically every conceivable purpose.

Samples and prices will gladly be furnished upon request.

GOES LITHOGRAPHING COMPANY, 47 W. 61st St., CHICAGO

The Boston Multiple Wire Stitcher No. 18

FOR FLAT STITCHING ONLY

Designed for tablet, blank book, check book, receipt book, and work of this character up to a thickness of one-half inch. *Maximum speed* 150 *stitches per minute.*

The regular equipment consists of four adjustable heads. Extra heads may be attached up to a total of ten. All are operated from one touch of treadle. Space between side frames, 33 inches; minimum distance between stitches, 2⅞ inches on centers. Wire No. 25 round to No. 20x24 flat. Special heads are furnished for No. 18 and No. 20 round wire and for box stay ribbon wire. Floor space, 26x49 inches.

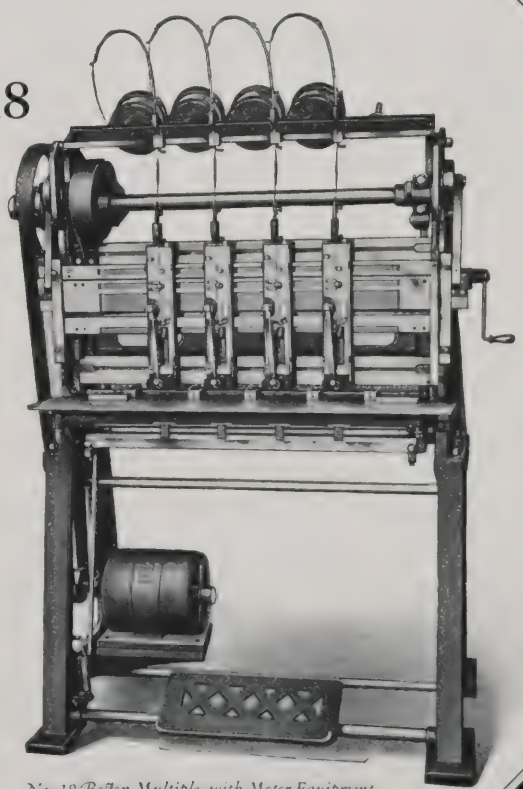
All heads are automatically adjusted to thickness by turning one crank handle.

The No. 18 Boston Multiple Wire Stitcher offers those specializing in flat work unusual production economies.

GENERAL SELLING AGENT

American Type Founders Company

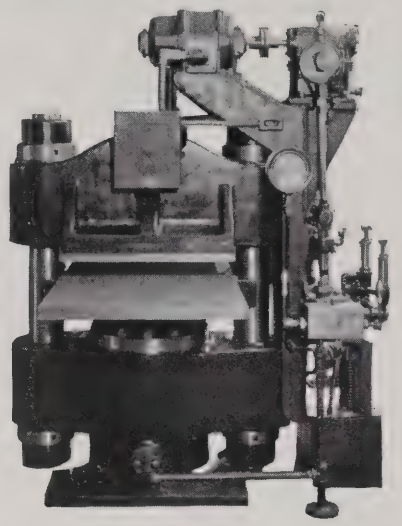
Sold also by BARNHART BROTHERS & SPINDLER, and in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY



No. 18 Boston Multiple, with Motor Equipment

SET IN MEMBERS OF THE GARAMOND FAMILY PARAMOUNT AND ROMAN BORDERS

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.
120 West 42nd St. New York

Will You Pay $2.00 for a Usable Idea?

Of course, you will—any usable idea worthy of the name is worth the sum of $2.00.

The "NPJ"

contains at least a dozen usable tried-out ideas monthly some of which you can apply profitably to your business.

We Guarantee---

that you will find a year's subscription a most profitable investment—if not, we will refund your money.

A Dozen Usable Ideas Monthly At Our Low Subscription Price of $2.00 per Year

"NPJ" ROUND TABLE
(CONTINUED)

to make smooth and glossy all parts of the band. The justification levers cannot exert their full force upon the assembled line unless the bands are free from undue friction and the lock-up is not too tight. I have used bands constantly every day for more than ten years, and some of my acquaintances have used them for still longer periods of time. We worry when a band is broken and think that they are very expensive. They are cheap, considering how finely they are made and tempered, and no mechanic in the country could hope to duplicate them at the price they cost, excepting in very large quantities. Matrices are subjected to hard and rough treatment, but spacebands are put to even more severe use, and I often wonder how they stand up as well as they do under the conditions that exist in some offices.

Some operators are "easy" on their bands, hand-spacing each line until it is reasonably full, while others always are willing to take a chance on both a tight line, or a loose one. This latter class is always hard on spacebands, and the "cripples" they turn out in a week's run is considerably more than it should be.

Regularity is the watchword in looking after the bands. There are many details that may be put off temporarily, but the cleaning of the spacebands is not one of them. Eternal vigilance is necessary in order *to get good results.—Emory Pratt, Typesetting Engineers' Journal.*

NEW NEWSPAPERS, OFFICES, PLANTS

Haleyville (Ala.) Spot Light—J. M. Bankston.
Fort Smith (Ark.) Journal.
Martinez (Cal.) La Settimana.
Kathleen (Fla.) Journal—Sam A. Fackler.
Lake Alfred (Fla.) Journal—Frank Jones.
Lakeland (Fla.) Window—W. C. Allen.
Beech Grove (Ind.) Herald.
Dugger (Ind.) Reporter.
Winchester (Ind.) Daily News.
Newton (Ia.) Journal.
Frostburg (Md.) General Welfare.
Detroit (Mich.) Community Leader.
Olivia (Minn.) Renville County Republic—P. J. Gleason and H. E. Marsh.
Beatrice (Neb.) News.
Holstein (Neb.) Reporter—Howard B. Pickering.
Blanchard (Okla.) News—Otis C. Reed.
Mounds (Okla.) Times—M. J. Webber.
Webber Falls (Okla.) News—L. E. Shields.
Scranton (Pa.) Sun.
Cody (S. D.) Booster—Roy Overstreet.
Cooper (Tex.) Delta County News.
Clarkston (Wash.) Evening World.
Belleville (Wis.) Recorder—Mrs. Etta Baebler.

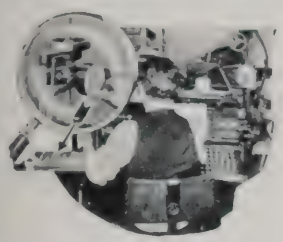
REBUILDINGS; NEW HOMES; ADDITIONS

Carpinteria (Cal.) Herald—To build.
Oakland (Cal.) Times—Building home.
San Diego (Cal.) Sun—To build.
Soledad (Cal.) Bee—To build.
Watsonville (Cal.) Evening Pajaronian—Opened job printing plant.
Greeley (Colo.) Tribune—To build.
Fort Myers (Fla.) Tropical News—In new home.
Panama City (Fla.) Beacon-Tribune—To build.
Titusville (Fla.) Star-Advocate—In new home.
Chicago (Ill.) Daily News—To build.
La Salle (Ill.) Post—In new home.
Oregon (Ill.) Republican—In new home.
Waukegan (Ill.) News—To build.
Fredonia (Kans.) Daily Herald—In new home.
Minden (La.) Tribune—In new building.
Ellicott City (Md.) Times—In new home.
McCook (Neb.) Gazette—To build.
Rushville (N. Y.) Community Leader—To build.
Fargo (N. D.) Forum—Building home.
Celina (O.) Standard—Building addition.
Cleveland (O.) News—In new home.
Bartlesville (Okla.) Enterprise—Building home.
Tulsa (Okla.) World—In new home.
Coquille (Ore.) Sentinel—In new building.
Wichita Falls (Tex.) Daily Times—To build
Colfax (Wash.) Gazette—In new building.
Madison (Wis.) Capital Times—To build.
Racine (Wis.) Times-Call—$50,000 addition.

MARKER FOR FOLDING PRINTED MATTER

From Challenge Machinery Co. *Album*: "In order to make two folds accurately in various kinds of printed matter, folding a sheet into thirds, one printed marker, to indicate the first folding line is recommended. This marker may consist of a 6-point period of some light-face type, placed in the proper place in the form of type. This marker idea has been originated by a well-known printer, and he often uses it in connection with the printing of note-sheets, letterheads, folders and circular-letters which are to have two folds. For example, in the case of a regular letter-head, size 8½ x 11 inches, to be inserted in a No. 9 (or No. 10) en-

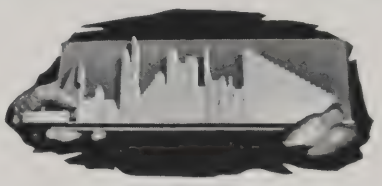
It Makes a Difference Where and How Your Slugs Are Sawed!



The Mohr Lino-Saw is a highly developed and time-tested device that any competent Linotype or Intertype operator will quickly understand.

In casting odd-measure slugs, the operator turns the dial to the proper point. The slugs fall to the galley cleanly and accurately sawed to size.

There are no assembler or vise jaw adjustments to make, no ruined mold liners, no floor-saw delays, no bleeding of slugs. Run-around matter is actually set as quickly and cheaply as straight matter.



Saw Them at the Typecasting Machine and Save the Difference

Why, do you suppose, did the publishers of the *Daily Oklahoman*, after using two Mohr Lino-Saws, ask us to rush four more?

Why is it that the *Boston Post*, *Boston Globe*, *Chicago Tribune*, *New York Times*, *Philadelphia Bulletin* and *Washington Star* alone use a total of more than 145 Mohr Lino-Saws?

Why did the *Decatur* (Ill.) *Herald*, after being offered 30 days' trial send in their check in ten?

Not because of good salesmanship, not because of the ornamental qualities of our product, but simply and solely because there is an important difference between sawing slugs in the old way and sawing them in the Mohr Lino-Saw way—a difference that expresses itself in a cutting of costs and a saving of time; and these companies, being printers or publishers, have been quick to see what this difference means.

You owe it to yourself to investigate. Ask us for further details

A turn of the Dial Mohr Lino-Saw Does it.

TRADE MARK

MOHR LINO-SAW COMPANY

564-572 West Monroe Street, Chicago, Illinois

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

No Need to Look Farther for an Efficient Staple Binder

The **ACME No. 6½**
will meet all of your requirements

The Acme No. 6½ Staple Binder is the most compact, rigid and efficient binder for printers. It binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire.

The only adjustment necessary is for different degrees of work. A straight downward pedal stroke and a ten inch reach for the insertion of work. Equipped for flat and saddleback work.

Write for Catalogue.

Acme Staple Company
1643-47 Haddon Ave., Camden, N. J.
ESTABLISHED 1894

"Keep this, Joe. It has the whole cyclopedia of envelope dope boiled down to two pages."

(Referring to our New List No. 28 sent free to Printers on request.)

W-Notched Under Flap Reg. U.S. Trade Mark

Western States Envelope Co. Dept. N Milwaukee

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade

"*NPJ*" ROUND TABLE
(CONTINUED)

velope, or a 7¼ x 10½ two-fold letter-head for a 3⅞ x 7½ envelope, the modern practice is to fold each letter-head twice the short way. The marker is placed in the form in such position that, when printed with the regular form, it will make a light dot at the extreme left-hand edge of the sheet. The first fold of the printed letter-head is then made, from the foot of the sheet, according to the position of the dot. The second fold can then be made from the head of the sheet, with the assurance of accuracy. Or, this procedure may be reversed, if desired."

A KEY TO BETTER PRODUCTION

WRITING TO THE U. S. Chamber of Commerce, the president of a large plant in the east says: "We have paid good money in research on machinery and product. We have studied costs and have made an attempt to eliminate waste. We have added to our buildings and have studied processes. We must reluctantly admit we have neglected our human relations. Although belated we are planning on working through our foremen as the key to better understanding."

BOOKS AND PUBLICATIONS

A GUIDE TO ADVERTISING; WHERE TO SELL IT

HILL & CO., 21 E. Van Buren Street, Chicago: A pocket-size manual, listing in three sections the important advertisers, the advertising agencies, and the principal advertised products. If one has the name of an advertiser and wants the address or other information, this can be found in a sub-section containing accounts of that nature, say rugs, furniture, etc. Turning to the part indicated, one finds the name of the advertiser and address, the name of the advertising manager, and whether he buys direct or through an agency, and the name of the agency. Similarly, if one has the name of a product, it is easy to find all the other information. There is also a classification of publications. Remembering the many letters *"NPJ"* receives asking for information of this kind, this little volume ought to prove very useful to printer:publishers. Purchasers are promised supplementary service by the Hill company.

FIFTY BOOKS OF YEAR ANNOUNCED

THE AMERICAN INSTITUTE OF GRAPHIC ARTS has announced its selection of the *"Fifty Books of the Year."* These books were on public exhibition at the Grolier Club, 47 East Sixtieth Street, New York City.

This was the fourth annual exhibition under similar title, the books being selected always, not for their literary content, but from the standpoint of excellence of design and craftsmanship in bookmaking.

After closing at the Grolier Club, the "Fifty Books" were sent to most of the important cities of the United States.

Fourteen of the *"Fifty Books"* were composed entirely on the Linotype, demonstrating the availability of Linotype composition for the most exacting class of typography.

A comprehensive catalog, illustrated with the title pages of the fifty books, and giving full data as to printing, paper, type, and so forth, is on the press. The catalog will be mailed on receipt of ten cents addressed to the Assistant Secretary, American Institute of Graphic Arts, 65 East Fifty-sixth Street, New York City.

SELLING JOB WORK

HOW ABOUT THE INSURANCE MEN?

LITTLE HAS BEEN DONE to stimulate the sale of printing to local insurance agents. Perhaps this is partly due to the unfamiliarity of the printer and publisher with the particular advertising and promotion needs of the agents. The following appeared in *The Insurance Field,* Louisville, Ky., under the heading, *"Even the Smallest Agency Can Advertise With Results,"* the title inferring newspaper advertising as well as printed mail matter:

WHILE visiting an agency in California recently, I placed this proposition before the agent. "Let us try an advertising campaign to help you build up the business you have already lost to your competitor." But he asked: "How can I when I have not enough money?" So I proceeded to lay out a campaign for him that would cost him nothing but postage and a little effort.

First, we took the telephone directory, which, by the way, is one of the greatest business getters in any office, but seldom used, and listed

THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

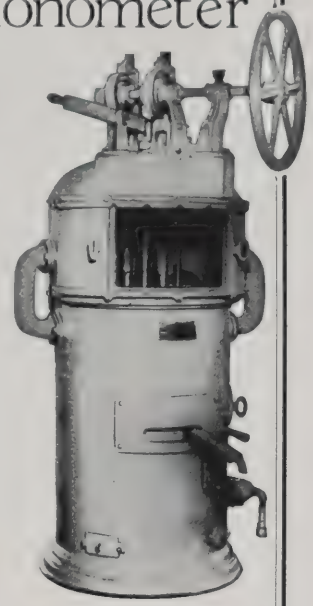
Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

Do Not Buy
Re-melting Furnace
Until You Investigate

Monarch Monometer

THE Monometer Remelting Furnace is scientifically constructed. It has an automatic heat control—prevents burning of metal—uses less gas—eliminates harmful fumes—retains tin—and reduces dross to a minimum.



Hundreds in Use
in
Newspaper Plants

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Steel Die Engraved

1927 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1926.

AMERICAN EMBOSSING CO.
192-96 Seneca Street BUFFALO, N. Y.

MAKE MORE MONEY

In This Interesting, Adventuresome Profession

BE A NEWSPAPER WRITER

Learn at Home Through Practical Copy Desk Method. Our Experts Test Your Writing Ability Free.

ARE you dissatisfied in your present position? Do you envy the carefree, adventuresome life of the newspapermen and women? BE A NEWSPAPER WRITER YOURSELF! Here's the ideal field for every ambitious man and woman who is looking forward to the enjoyment of a comfortable, permanent and ever-increasing income in a profession that holds and grips with an incomparable fascination.

Big Demand For Trained Writers

And now, at last, you can quickly and easily learn—in your own home—newspaper writing in the New York manner that will qualify you for a staff position Your study is under the supervision of our experts. Experienced successful writers earn from $3,000 to $15,000 a year and more. Many earn while learning.

Write For Profit In Your Spare Time

Newspaper writing is the basis of all good writing. With the training our course will give you you can write stories and articles for magazines. You can realize on your Spare Time, adding to your regular income. Be a correspondent for newspapers near you; turn your story ideas into salable manuscripts. We show you the market.

Practical Copy Desk Method

The N. I. A. Home Study Course opens up to you in a practical way, leads you step by step toward the ability to write acceptably for newspapers and general magazines. Easy to learn because it is so logical—the basis of success of virtually every modern author. Send for Free Test today. Use coupon below.

Free Test!

Send for our Free Writing-Ability Test. Our experts report on your Ability free of charge. Send coupon below today for your Free Test.

Dept. 85.
Newspaper Institute of America
25 West 45th St.
New York

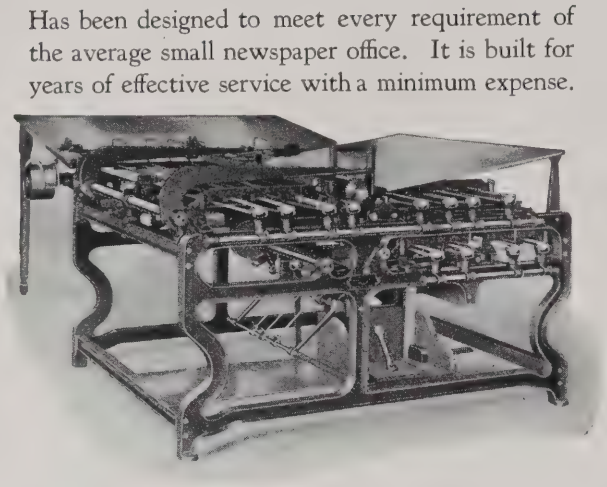
NEWSPAPER INSTITUTE OF AMERICA,
25 West 45th St., New York. Dept. 85

Please send me your Free Writing-Ability Test and further information on Newspaper Writing and General Writing for Profit.

Mr.
Mrs.
Miss
Address .....

Mentges No. 2 Newspaper & Periodical Folding Machine

Has been designed to meet every requirement of the average small newspaper office. It is built for years of effective service with a minimum expense.



This machine is absolutely dependable. Twenty-five years' experience in building folding machines has enabled us to eliminate the things which cause trouble and delay.

Machine Sent on Thirty Days Trial

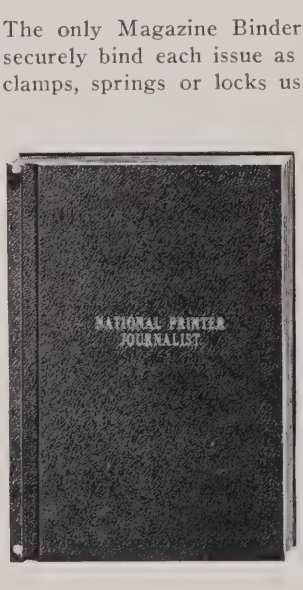
Write for Our Proposition

◎ ◎

The Mentges Folder Company
SIDNEY, OHIO
"Builders of Profitable Folding Machinery"

BIND YOUR COPIES OF *the National-Printer Journalist* in this Practical Binder

The only Magazine Binder that will quickly and securely bind each issue as published. No strings, clamps, springs or locks used.



This Binder is made to hold one magazine or a complete file of 12 issues, without in the slightest manner mutilating the covers or edges. It takes but a few minutes to insert the new issues each month. A very simple adjustment is all that is necessary.

Price $1.50
Postage Prepaid

or send us $2.50 and we'll include a year's subscription (or extend your present subscription if already a subscriber.)

Send Today to Circulation Manager

NATIONAL - PRINTER JOURNALIST
129-135 Michigan St. **Milwaukee, Wis.**

"NPJ" ROUND TABLE
(CONTINUED)

every doctor in town. Now, I laid out a circular letter calling the attention of the doctor to all of his personal effects that were in danger of being damaged while they were away at the laundry. This letter was very impersonal and merely brought out the process that clothes went through at the laundry, and how they were liable to be damaged. Then at the hospital they are liable to be misplaced or stolen, in fact, they were in constant danger, but he did not know it.

WE MAILED out approximately twenty of these letters at the expense to the agent of forty cents and he wrote me a month or so later saying that he had had six replies and had written five policies with a total premium income of $50. An hour's work by this agent in a small town netted him $50 worth of premiums and only showed what advertising could do.

We have again and again helped agents to circularize doctors for radium insurance.

Now we must pick some form of insurance that is "in season" at the present time and base our work around this one line. We will suppose that Water Damage Insurance is being pushed, and go about putting it over.

After perhaps a week has passed since the first letter has been mailed out we will pick one of our best pieces of advertising literature on the subject and enclosing it in an envelope (first class mail) attach to it a small sheet of paper with the wording running something like this:

> Have your water pipes ever burst causing damage to ceilings and walls? Possibly not, so far, but in the future you can never tell what might happen, and it is better that you have insurance to cover the loss than pay out many of your profit dollars for the necessary repairs.
>
> NEXT WEEK you send out another piece with this inscription:
> Have your windows or window sills ever leaked? Last winter will you be able to laugh and say "Well I'm covered?"
>
> THE NEXT week another advertising piece with this inscription:
> We have just paid a loss to Mr.——— for his roof leaking and his eaves becoming clogged causing $600 damage to the interior of his house. He was insured so he had nothing to worry about, but what we are worrying about is whether you will be able to do the same thing if you are caught in the same manner.

The following week you will wind up your campaign with a circular calling attention to the numerous losses you paid last year, and telling him that you are sending one of your men around to talk the matter over with him.

COL. NELSON'S NEWSPAPERS SELL FOR ELEVEN MILLIONS TO PRESENT MANAGEMENT

THE Kansas City (Mo.) *Star* and its morning edition, the *Times*, were sold on July 12 for $11,000,000 to a group headed by Irwin Kirkwood, A. F. Seested, and others associated with them in the present *Star* organization.

Mr. Kirkwood has been editor, and is the son-in-law of Col. William Rockhill Nelson, founder of that paper. Mr. Seested for years has been general manager.

Col. Nelson died April 13, 1915, at 74. His will provided that the two newspapers be sold to the highest *and best* bidder within two years after the death of his daughter, Laura Nelson Kirkwood. Mrs. Kirkwood died early in 1926. The estate is to be used for an art foundation for Kansas City.

Among other bidders were F. G. Bonfils, publisher of the Denver *Post;* W. S. Dickey, Kansas City *Journal-Post;* Luke Lea, Nashville, Tenn., and Frank E. Gannett, Rochester (N. Y.) *Times-Union* and other newspapers.

Terms of the successful bid are: $500,000 deposited with offer; $2,000,000 on transfer of properties, and $8,500,000 at 5 per cent, payable not less than $675,000 per year in quarterly payments, said $675,000 to include interest, all secured by mortgage on the property.

PLACING A VALUE ON PRINTING JOBS

Henry M. Ellis, managing director of the Milwaukee (Wis.) Typothetae, writes: "There are four ways to look at a price that is much too low: 1. An honest error has been made; 2. The price is deliberately low; 3. Your competitor is equipped to, and does manufacture on a more economical basis and at lower costs, or 4. Maybe he well knows his service and the junk he'll deliver is worth only the price asked. *Let us remember that all men, by their very actions, rate their true*

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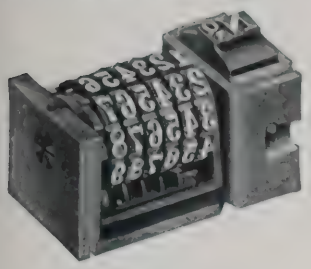

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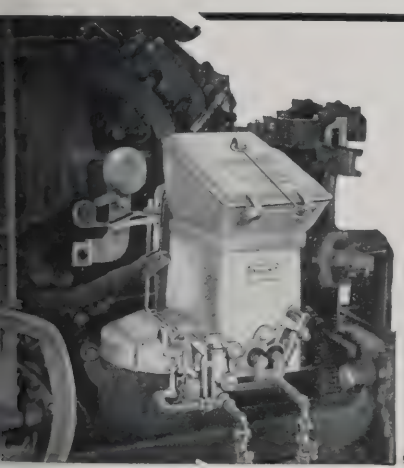

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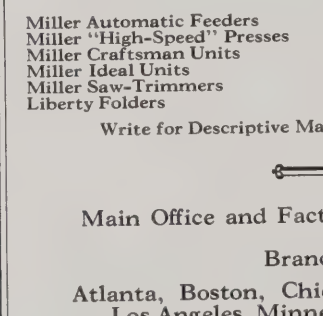

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"NPJ" ROUND TABLE
(CONTINUED)

rth. Inferentially then, Master Printers, by their quotations, ıblish the genuine worth, not only of their services and duct, but of themselves as business men. Can we expect the er to esteem the seller when the latter, by his very sales tics, proves that he is not entitled to respect? Can Master nters expect the business world to give our personnel a great ıl of credit for commercial sagacity so long as we continue operate the industry on a profit of margin that is a positive grace? Do you believe that the many buyers of our product ·uld possess any great amount of respect for our managerial lity or commercial acumen so long as we foster and use haic selling methods?"

MPLEST, FOXIEST—IT'S HONESTY!

So declares Edward S. Jordan, head of a famed automobile nufacturing company bearing his name, and literally one the sensations of the automobile industry, in an article on ling published in the Coca Cola house organ:

"Don't watch your competitor all the time or worry about the fellow across the street. Be honest with these fellows. The simplest and foxiest thing in the world is honesty. You know when you look a man in the eye whether he is telling the truth. If you have any idea this is not so just go home and try it on your wife. It is in your eye not on your tongue. Two men sit down in a room. One is better than the other or vice versa. The man who has the courage to tell the truth, sell his product and stick to it, can sell anybody. If your legs don't give out and you see enough people you will not fail.

"If you want to make money, sell merchandise, be successful, be happy, you have to have guts to do it it. If you have not got them, if you don't want to succeed, then go sit down and let the other fellow pass you by."

"THE NEXT JOB—SUGGESTIONS"

In a Very Few Pages—highly attractive—Dill & Collins Philadelphia, printing papers, are out with a serviceable presentation of their De & Se Tints for mail advertising purposes "printed salesmen." Eight colors are offered. Special attention is given to showing specimens of envelope enclosures, small booklets, announcements, printed letters, labels, package designs, etc. Samples of the various colors are attached.

BETTER CIRCULATION

GOOD TYPOGRAPHY HELPS CIRCULATION

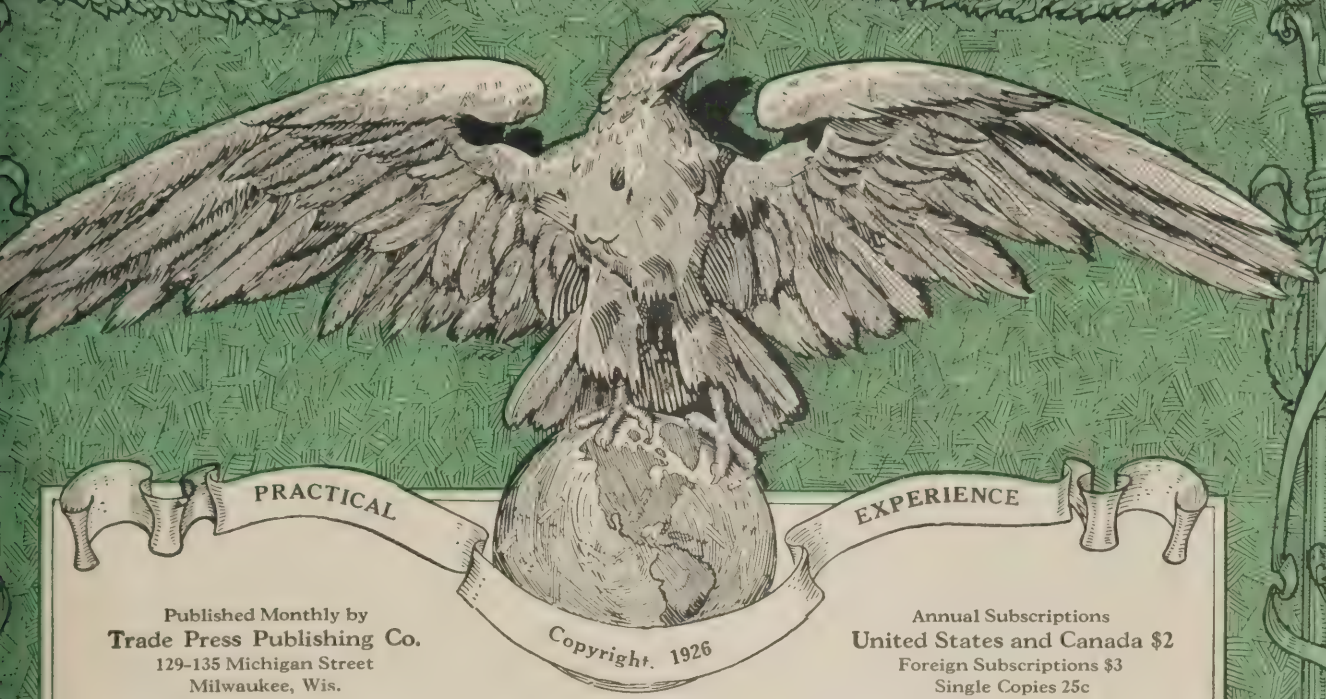
"If Any Publisher or advertiser present is satisfied with the existing style of make-up exemplified by the average paper he will never realize the cash register value of good design," said Heyworth Campbell, art director of the Conde Nast Publications in an address before the New York Business Publishers Association at the Astor hotel. "Publishers are gradually discovering that better illustrations and fine makeup are not merely good tonic for their esthetic souls, but well-dressed, well-printed pages are circulation builders," the speaker declared.

GETTING RENEWALS; AND, THE CASH

Keeping the Subscription List in good condition! Some problem—but, not, if the whole thing is systematized. Especially in a community plant. The Mapleton (Minn.) *Enterprise* owned by the Hotalings of N. E. A. fame, in a village of 1,000 with over 1,500 subscribers, watches the subscription account constantly. The week a subscription becomes due a pink notification slip appears with the paper and the subscriber knows that if he does not pay his account that the paper will be discontinued. For the benefit of any who may be short of cash at the time the subscription runs out, the *Enterprise* provides a little note, which can be filled out, promising payment on some definite date, and on this promise the paper will be continued. There are, however, few requests for this note, and a great majority of the subscribers have been so trained by now that the day they get their subscription notice, they send payment to the office.

"Big advertisers are making a closer study of mediums each year, and one of the reasons that country newspapers are slighted so much in the past in national advertising campaigns is because of their slipshod methods of doing business, especially in failing to keep a healthy subscription list," said a recent issue of the *N. E. A. Bulletin.*

NATIONAL PRINTER JOURNALIST



PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

BLESS THE MAN with an Idea, a Plan. It may seem visionary, but in any case it certainly must be better than making no contribution to progress.

Leslie M. Shaw

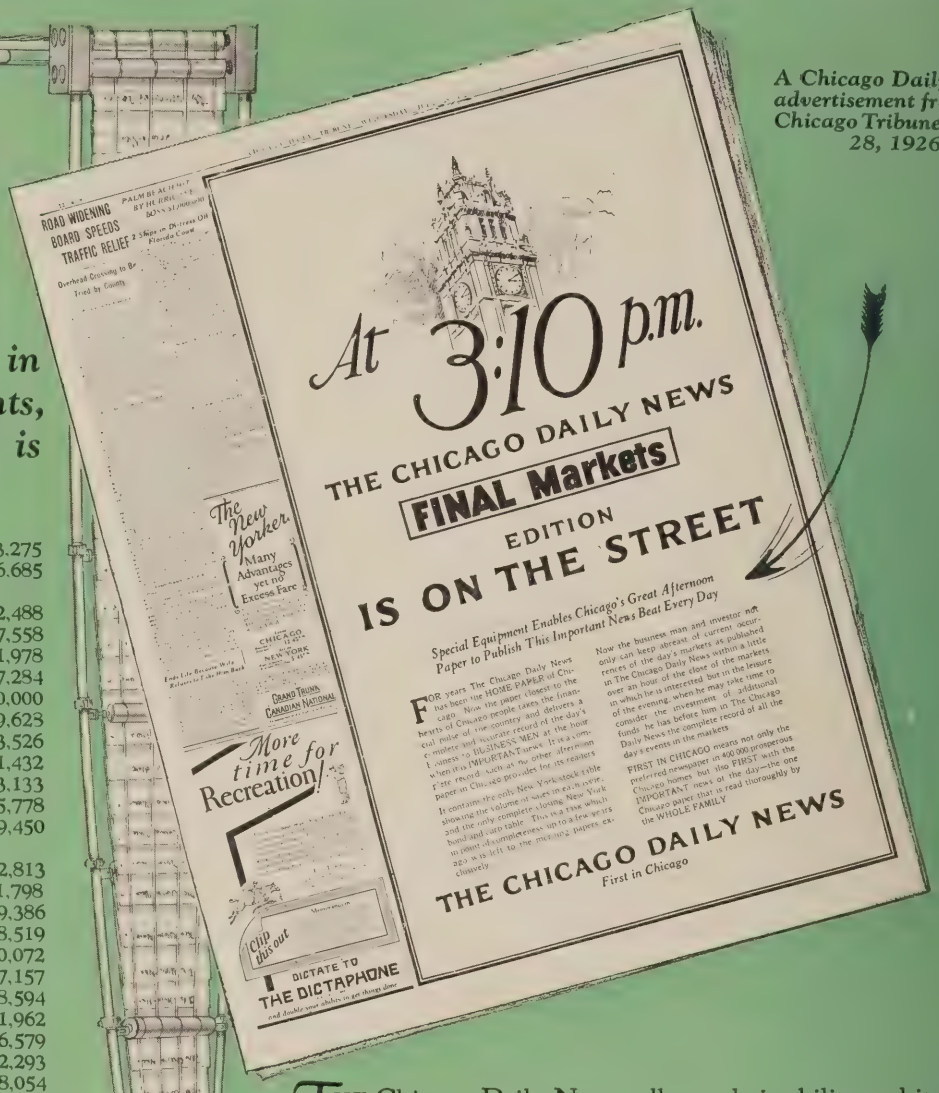
September, 1926

Number 9 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 8, 1879.

Where every second is held precious

A Chicago Daily News advertisement from The Chicago Tribune of July 28, 1926



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Baltimore Sun	126,685
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Boston Globe	127,558
Boston Transcript	31,978
Chicago Daily News	337,284
Chicago Tribune	700,000
Cleveland Plain Dealer	199,623
Columbus Dispatch	103,526
Danville, Ill., News	21,432
Charleston, W. Va. Mail	13,133
Kansas City Journal	145,778
Kenosha News	9,450
London, Eng., Daily Mail	
Milwaukee Journal	132,813
Montreal Gazette	31,798
New York World	309,386
Palm Beach, Florida, Post	8,519
Philadelphia Bulletin	520,072
Philadelphia Inquirer	287,157
Philadelphia Public Ledger	123,594
Pittsburgh Post	141,962
St. Louis Globe-Democrat	226,579
San Francisco Examiner	172,293
Sioux City Journal	8,054
Sydney, Australia, Bulletin	
Toronto Mail and Empire	114,767
Tokio, Japan, Asahi	

And hundreds of others.

Circulation based on January, 1926, Standard Rate and Data.

A total of more than 18,000,000 papers are handled every day by C-H Conveyors

THE Chicago Daily News tells us their ability to hit the street with full market returns only one hour and ten minutes after the exchange closes is "due not only to the facilities we have built up for bringing that news into our possession, but also *to the mechanical facilities we possess for taking advantage of the news-gathering process.*"

The italics, of course, are ours, for we feel justly proud of the part Cutler-Hammer Conveyors have played for years in getting "the News" on the street earlier.

C-H Conveyors eliminate the bottle neck between the presses and the street. You should know more about them. Write for descriptive literature today.

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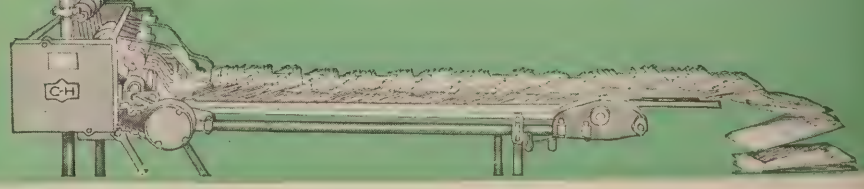

NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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PAUL C. TREVIRANUS, Business Manager

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SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
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Volume 44 | Milwaukee, Wis., September, 1926 | No. 9

Publishers Ask, SHALL the STATE *LICENSE the PRESS?* Publishers Answer WHY, & Why NOT

As "Politics Time" Comes Again Throughout the Land Newspaper Folk in Every State Share in Opportunity to Get at Real Nub of Query, and Weigh It

A READER of *"NPJ"*, publisher of a newspaper in a small city which is the capital of his state, and operating a successful commercial printing plant as well, asked the following question, recommending a *"NPJ" Symposium"*—national survey—on the subject:

"There is a movement on foot in a number of states for the registration and licensing of editors and publishers of newspapers. On the surface it looks like an effort to have editors pass examinations similar to lawyers, teachers and doctors before being permitted to practice. What do newspaper men think about this? The old-timers? The new-comers? What are they doing about it?"

EVERY member of the profession has heard of, if not encountered, some activities indicated by the question. Soon there will be elections; later, legislatures will meet. This "licensing idea" will crop up, in some form or other. So the editor of *"NPJ,"* wholly "without prejudice either way," but having been encouraged to stage a discussion pro and con, sent the reader's question to other readers, editors and publishers over the Country—names being taken at random from the circulation list by a clerk.

A most interesting, almost 100% return of replies, resulted. *Many oppose the so-called "licensing idea." The reasons are varied. Those who believe that the purpose of such movements is to raise the standards of the profession, in many cases say they don't believe that "licensing" like doctors and lawyers will get the desired result. Others say the very opposite. Others, again, question the motive of such a movement, and see another effort to control the press.* And, there are some who make light of the whole thing.

'WHEN CONSCIENCE FAILS 'TRY LICENSING CONTROL"

THERE is conviction in the reply of Joseph Alden, York (Neb.) *Republican*, who may be placed among those favoring some steps and methods which will raise the plane of editing newspapers; *if necessary*, even unto examinations and licensing:

"Admittedly, the field of newspaper-making is cluttered by men and women who have not sufficient vision or training, and bring down the standards of the profession. At first glance it might seem that some means of licensing editors and publishers would be good. It would weed out the incompetents and the irresponsibles. It would raise the professional and business standards.

"I would favor it if the practice did not abridge free speech and muzzle independence of thought and action. If a nation-wide discussion of this question should incubate the idea of *supervision that does not threaten*, it will be time and thought profitably spent.

"The men and women in the business of making newspapers, who have a vision of the power and influence of their calling, and the sacredness of its means and ends, would like to be free of the incubus that attaches to the profession from those who are incompetent, improvident, unethical and crooked. If conscience and example will not rule them out, then a deterring examination or registration is the next remedy.

"I would be the last one to strike a blow at the freedom of the press, but I will be in the advance guard of those who want everything properly done that will raise the standards and the practices of the calling."

EXAMS AND ENGRAVINGS CANNOT SPEED PROGRESS

ACCEPTING the "licensing idea" as being set up as "a remedy for a certain evil," Chapin D. Foster, Chehalis (Wash.) *Lewis County Ad-*

CAN EXAMS & DIPLOMAS CLEAR OUT NE'ER-DO-WELLS & PRESS EVILS? Yes or No?

vocate, adds that the reformer ought to be pretty sure that the remedy will deliver the goods, and continues:

"Too often, far too often, we editors allow ourselves and our visitors during and between such occasions as elections to delude us with false impression of our actual, rather than potential greatness. Talking leadership, but not leading, we speak of service and give little. This I say by way of recognizing the need of something to arouse editors to the real challenge of their profession.

"Is the challenge of the minister to get the highest salary in the country or to lead men and women to a higher plane of living, to save souls?

"Is the challenge of the medical profession to assess the biggest fee or to know how better to save life and preserve health?

"Is the challenge of the legal profession to secure a four-figure retainer or to promote justice, respect for our country and her institutions?

"Is the challenge of the *editorial* profession to print the most pages, the most advertising to the page, to use the most ink per page, or to serve the community in which the editor lives, to lead men and women up to a higher type of citizenship?

"If a license or an examination will do the things I would like to see done, if they would instill into the hearts and minds of editors a deeper sense of responsibility, a greater capacity to think, a keener determination to make citizenship rather than dollars, I would speed the day of their arrival.

"The lawyer must know the law to be efficient. The law is a certain thing; it is all written down, and the problem becomes to know enough of it and to apply it correctly.

CHAPIN D. FOSTER
Chehalis (Wash.) Advocate

CHARLES F. SCOTT
Iola (Kans.) Daily Register

"The minister must know the Bible and its teachings.

"The doctor must know the human body and what science has accomplished in augmenting Nature, as well as the best methods to pursue in case of emergency.

"But *who can say just what an editor must know in order to be a good editor or any editor at all?*

"What examination can show that a man will think clearly on civic or moral issues when they come up to him, or will refuse to be influenced under any circumstances? What license will prove a man's ability to lead, to serve his community; to be broad-minded, tolerant, strong enough to stand against what he knows to be wrong in his town or state; to rise above local selfishness?

"Who is going to sit as judge and jury?

"I feel that I am hardly in a position to speak for the editors of daily newspapers, but I do feel that some little progress has been made in the country field toward a higher type of editorship. If those who really sense the high calling of our profession will give more of their time to living the life and stressing this phase in newspaper gatherings, greater progress will be made, I feel, than by printing a set of questions or engraving a pretty license."

WHY SUCH A MOVEMENT CANNOT WIN NOW

RECALLING that twenty years ago, he urged Kansas editors in convention that any one ought to prove his right to be an editor, possibly before some properly constituted board, before being permitted to assume the responsibilities, Charles F. Scott, Iola (Kans.) *Daily Register,* replies:

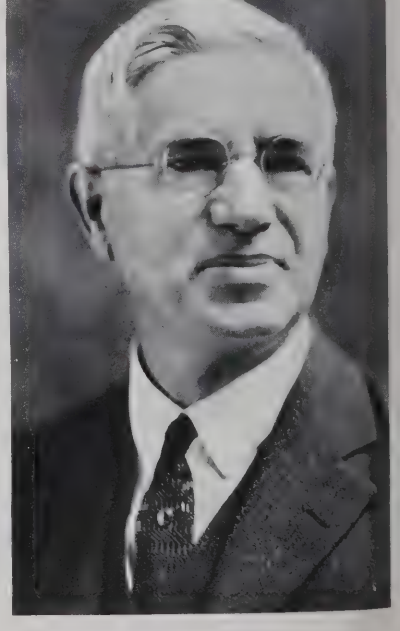
"I urged he should be required to present evidence that he possessed a fair degree of education and, particularly, that he should show himself to be possessed of good moral character. It seemed to me then, and it seems to me now, that if this custom were established it would elevate the dignity of the profession and improve its personnel, as the dignity of the medical profession has been raised and its personnel improved by laws forbidding quacks and ignoramuses and men without principle or character to engage in the practice of medicine.

"But while I hold to the above opinion, I am obliged to say that I can only regard discussion of the subject as purely academic. As a practical matter it seems to me that the practice which has prevailed from the beginning of regarding the publication of a newspaper as on the same plane with any other business, to be engaged in by any one who chose to take it up, just as running a grocery store may be undertaken by any one who has a liking for that business, has become too deep-rooted to be changed now. It also would be argued that the people would take care of a man who was too ignorant to run a paper by refusing to patronize it, and the courts would take care of a man who hadn't moral character enough to behave himself.

"In a word, the profession of journalism is not popularly regarded as one having such relations to the people as to justify the intervention of the law in determining who shall or shall not engage in it; and until it is so regarded any movement for the registration and licensing of editors and publishers is not likely to have much support."

AT LEAST, PRESS HAS NO "DIVINE RIGHTS"

FIFTY-TWO years in the printing and newspaper field antedate the reply of D. W. Grandon, editor and publisher of the Sterling (Ill.)



D. W. GRANDON
Sterling (Ill.) Gazette

ANYWAY, Says ONE Veteran, NEWSPAPER MEN Haven't EARNED Any "DIVINE RIGHTS"

GEORGE H. CURREY
Arlington (Ore.) Bulletin
Boardman (Ore.) Mirror

Daily Gazette, who points out emphatically that, for one thing, editors and publishers have no more right to demand consideration than any others, that there is some justification for a demand that editors qualify just as do teachers, lawyers, engineers "and even the barbers":

"Do newspaper men feel that they have the right to assume, and are justified in asserting, that they are above the law, above the courts, stronger than government, and are not in any way to be directed or controlled in the interests of the general public?

"I probably know as many newspaper men as the average. As a mass our editors are honest, conscientious, and earnestly working for the public good. But are they more honest, more sincere, more desirous of serving the public, than are the teachers, the preachers, and many others, who are compelled to pass an examination before offering their services to the public?

"The country has a yellow press, a white press, a black press, a clean press, a red press, a communistic press and an anarchistic press. If the editors of vicious publications had been compelled to take a course in journalism, pass an examination, and secure certificates of editorial ability and character, the same as school teachers, preachers, doctors, lawyers and others must secure, a lot of newspapers would be raising less hell against every movement that fails to please the personal interests of these editors, and the country would be more sound, stable, solidified, substantial and progressive. At least that is my humble judgment."

SAYS MONTHLY TRIAL BALANCE BEST "LICENSE"

THAT the newspaper publisher-editor must be, as well, manufacturer, salesman, capitalist and so on, is a fact which leads George Huntington Currey, Arlington (Ore.) *Bulletin* and Boardman *Mirror,* to reply that "occasionally he gets a chance to be an editor, and feels very much like a publisher when the income tax reports must be made out—the best system of licensing I know of is the monthly trial balance," adding:

"Why trifle with the pests at all; why not prohibit them in the first place. That is what we did with the saloons and look at the profits the boot-leggers are making!

"I have owned and edited some six or more country papers in towns of from 750 to 10,000 people and in every field I have had to learn a whole new set of policies and methods before I was qualified to operate successfully. I understand that *an appendicitis operation may be performed in the same way in any community,* but I know that *the reports of that operation can not be handled the same in every community* without endangering the peace, welfare and prosperity of the animal under question.

"An editor must either conform with the wishes of his community or induce his community to conform to his wishes if he is to succeed. In either case the community gets what it wants or thinks it wants, and that is the only thing it is willing to pay for."

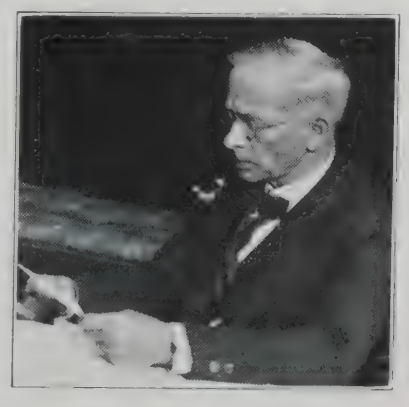
NO GOOD; GREAT HARM; A BLOW AT FREEDOM

ANY attempt to license editors or set up standards by which they may work or write would be directly against the freedom of the press and free speech, according to W. L. Bauchard, head of the Desloge (Mo.) *News-Sun* Printing & Publishing Co., who brings out a number of the same points set up by Mr. Grandon, and adds:

"The lawyer passes the bar examination to test his knowledge of the law, because he will at various times either be a representative of the state or individuals in court, where the cause is tried according to the statutes governing the same. The editor simply interprets the topics of the day and expresses his opinion as he sees it. He writes the news stories, basing his writings upon the facts, and not as required by any set rule. The teacher is employed to teach certain subjects in school. The physician is employed by the patient to administer medicine or treatment.

"I do not know of any particular problem now existing among editors of the country that could be bettered by legislation which would require registration and licensing. Regulating boards could easily become prejudiced. The final result of such a move would be an entire censorship of the press and a decaying nation.

"There is already too much regulation of business by law. Fewer regulations and more enforcement would be better for all concerned."



E. P. ("Dad") MICKEL
Secretary-Treasurer, S. E. Master Printers' Federation

W. L. BAUCHARD
Desloge (Mo.) News-Sun

WRONG IN PRINCIPLE, SAYS FAMOUS VETERAN

THERE is already too much governmental control, according to "Dad" Mickel, Memphis, Tenn., secretary-treasurer of the Southeastern Master Printers' Federation, and specialist in educational work for the coming generation of printers and publishers. He can see why lawyers, dentists and others should be examined, registered and licensed, but not so as to editors and publishers; the latter in the end hurt only themselves, if they hurt anything. The licensing idea for editors is wrong in principle.

WHY NOT GO FARTHER? IS MINNESOTA "SHOT"

PASSING examination never made an attorney or doctor, replies Ed M. LaFond, Little Falls (Minn.) *Daily Transcript.* "I have heard

little of this, and doubt if the exact provisions are known. On first thought I am opposed to any such move. Many who have been successful might not be able to pass. We may as well make merchants, garage men and common laborers pass examinations before being allowed to follow their chosen vocations."

EDITORS CAN WIN, LOSE WITHOUT A "LICENSE"

JUST as men cannot be made good by legislation, so good editors can't be made by licenses, wrote A. J. Heuring, Winslow (Ind.) *Dispatch.* He points out that in some cases and places, the practice of selecting teacners according to the best manuscript and grading has been abandoned, as some of the "best" proved to be the poorest teachers. "Let the public, fickle as it is, do the licensing," he says, explaining:

"Real editors will get sufficient license from the public in an ever growing demand. If they are not real editors, the public will soon let them out.

"You can teach a man a set of rules, formulas and symptoms, and license him as a physician. If he makes a mistake it is buried by another licensed man—the undertaker. But if an editor makes a mistake the public buries him without license."

A "JUDGE LANDIS" OR "WILL HAYES" FOR US?

THAT such a movement as indicated by the question submitted might make a nice job for some deserving brother, similar to that of Judge Landis in baseball, and Will Hayes in the movies, is the "smiling" suggestion of C. H. Williams, Jordan (N. Y.) *Home Paper.* He goes on to say that the editors who have been in for any length of time have passed "a more grilling examination than any censor could inflict," and continues:

"When laws were passed to register lawyers and license doctors, practitioners of the old school were allowed to continue without examinations and were granted the right of practice on the strength of past performances. I dare say that any editor or publisher who has gained his goal in newspaper work would be allowed the same recognition—so long as he did not outrage the confines of the new way. The old one would gradually drop out of the art of writing current history. What such a law would do to the country, once-a-week editor, I do not know."

JUST PLAIN BUNK, IS COLORADOAN'S OPINION

FRANK J. PULVER, Peetz (Colo.) *Gazette,* says there is no demand by publishers or the readers for any licensing or registration system. Still, "our frank opinion is that a few—a very few—publishers should be registered and licensed if longer permitted to run at large." Mr. Pulver asks, too. "Why not something practical: A fair postage rate, a cost finding systm that can and will be adhered to, or removal of the unfair system of government-printed envelopes?"

I. N. HEMINGER
Findlay (O.) Morning Republican

GETTING CIRCULATION IS THE BADGE OF MERIT

SURPRISED that there should be any such a movement—never heard of it before—A. J. L. Keddie, Bear Lake, Mich., of the *Keddiprint Papers,* fails to see anything in the plan for anybody. His company publishes the Bear Lake *Beacon,* Onekama Lake Breeze, Arcadia *Argus,* Kalvela *Chronicle,* Wellston-Brethern *Banner* and Copemish *Compass.* Mr. Keddie says:

"The publisher's real examination is the securing of a circulation. If he can get a circulation and hold it, can meet his bills, and keeps within the law in the conduct of his paper, I fail to see that the state is called upon to pass judgment upon his qualifications."

OUGHT TO KNOW JUST A LITTLE, TO EDIT

POINTING to the licensing of doctors, barbers, chauffeurs and others, W. A. Black, Lawson (Mo.) Review, says their mistakes can be buried or rectified, but editors' errors "remain till time is no more." Therefore, and for the following reasons, he insists that editors and publishers ought to show they know something about the business before they are allowed to practice:

"A favorite indoor sport seems to be for some idealist to engage in the newspaper business and pay no attention whatever to legitimate business or ethical standards. Your patrons point to what the other man is doing and ask why you do not do likewise? He may be selling his products ignorantly away below the cost of production.

"Some time ago I saw a statement by an editor wherein he said he was able to sell the products of his office below cost because he was also a preacher, and his salary as a minister was all and more than he required to live. True, he did not last long; but while he did, he disturbed business conditions in his town and county.

"It might be permissible, as done with physicians, to let those who have been in the business a certain length of time get a certificate without examination. Also, to grant such certificates with no further examination to graduates of approved journalistic schools."

MANY OTHER PUBLISHERS CONTRIBUTE TO THIS SYMPOSIUM . . . . . .

To be Continued in the October Issue of "NPJ"

MIGHT PRODUCE REVENUE BUT NOT GOOD EDITORS

THE public is taking care of aspirants for editorial honors, writes I. N. Heminger, editor-in-chief of the Findlay (O.) *Morning Republican.* The public will continue to prove a competent board of censors. He adds:

"Requiring registration and licensing of editors and publishers would be a capital way of raising revenue and it is marvelous someone did not think of it before. But as a means of producing more responsible writers and more conscientious publishers, we are decidedly of the opinion that it would be a failure. The movement is probably sponsored by politicians who are smarting under the exposure by the press of some of the unsavory activities. An examining and licensing board would have to be provided, and it would afford the finest opportunity imaginable to grant or withhold licenses for political reasons.

"Granted there are no sinister motives behind the proposition, who is more competent to decide upon the qualifications of a man for editor and publisher than the people who patronize him?"

SOME WOULD, SURELY, LIKE TO MUZZLE 'EM

A NEW HAMPSHIRE editor, Omar A. Towne of the Franklin *Journal-Transcript,* scorns the licensing idea, but supposes that there are some people who'd like to see it put over and have editors "licensed and muzzled like dogs." He points out:

"Water has been put on the list of things we buy, and so at the present time there is nothing free except air, therefore why should editors be free? We have to license our automobiles, our pleasure boats; pay quarterly for the water we drink, wash dishes and bathe in; pay license (taxes) on all the property we own, and that we hope to some time. We require preachers to be licensed to marry people, lawyers to tell us something and collect $5.00 and up for the same, be it truth or opinion; doctors to tell us our ills, and cut us up; so why not license the editor who tries to tell what is true—but oftimes is prevented, either by inability to learn the truth, or as some think, by 'Business Office Must,' *B.O.U.*"

TOO IMPORTANT TO BE "LICENSED"

SO important is the work of the editor and publisher, says Harvey R. Ling, editor-manager of the Burbank (Calif.) *Review,* that it would be dangerous to provide for licensing, if not unconstitutional. Mr. Ling writes:

"My experience, after a term of about ten years, on weekly, semi-weekly and daily papers, has taught me that, to be a newspaper man, one must first be of the right kind of stuff. I do not mean

HENRY B. KAEMPFER
West Bend (Wis.) Pilot

to infer that I have the stuff in me. Sometimes I wonder. Being a good writer or passing a good examination would not make up the full requisite. Good judgment, even temper, and a real, active desire to produce a printed page that will reflect the best interest of the community and country in which we live, should suffice."

GEORGIA PUBLISHER IS STRONGLY OPPOSED

OFF-HAND the average person says, "yes, license editors," replies W. E. Page, publisher of the Columbus (Ga.) *Ledger,* but further thought shows that every restriction thrown around the press has a tendency to strangle the freedom of the press. "We would be better off with 95% of the present boards, laws, etc., abolished."

BEST TRAINING IS "FROM DEVIL UP"

HENRY B. Kaempfer, West Bend (Wis.) *Pilot,* puts his argument which is firmly against any such plan as registering and licensing editors and publishers, on an educational basis. Believing in the values of schools, he shows that the best place for learning is in the print shop "from devil up"—provided, however, the tutelage comes from those who *know.* Mr. Kaempfer, himself, started as "devil" at 12, lacking means for high school. His success has been notable, we know. He mentions he probably would have fallen down in a license examination, though he stuck and became editor, and later owner. He says:

"Had the requirements for the licensing of editors and publishers been in effect years ago, I would not now be publisher of a weekly newspaper.

"Many a successful newspaperman must at some time dispose of his plant because of ill health or the infirmities of old age. If his plant can go into the hands of some ambitious young man, who need not undergo an examination, a sale can be made, but if only a licensed editor or publisher can take over such a plant the chances of sale will be remote.

"The licensing plan, it seems to me, would discourage employes from high aims.

"Many who are trained for professions —teachers, lawyers, and physicians (who surely must stand rigid examinations before being allowed to enter practice)— prove failures. They know not what the public demands; energy and vim, which can not be taught them, are missing.

"A licensed or registered editor or publisher may be able to meet the demands required of him in examination, but unless he is acquainted in the community in which he plies his vocation and adapts himself to it, he will find himself a stranger."

WHY NOT START BY STOPPING SALACIOUS PUBLICATIONS?

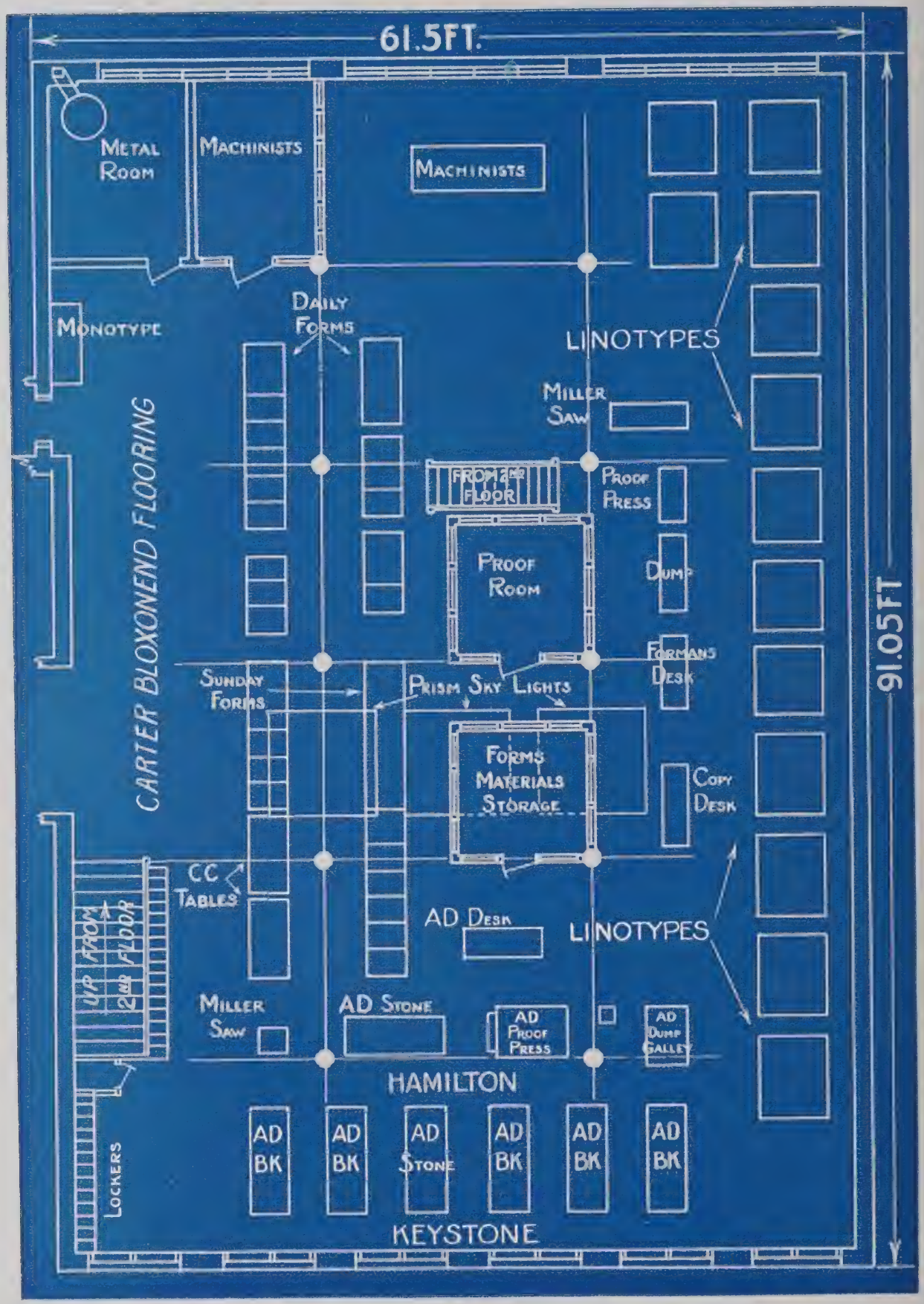
THAT'S the reply of Sim R. Wilson, Saline (Mich.) *Observer.* He thinks the public does and can take care of incompetent newspaper publishers and editors, and the old order is passing out, anyways, as the new men come in. Of course, there should be some method for keeping out the totally unfit, but just energies could be usefully applied to suppressing salacious magazines. That would be worth while.

THUMBPRINT AND THEN BERTILLION THEM, TOO

AND, put on record if they have been baptized, if they chew tobacco or swear in a golf trap, writes Eugene S. Kelly, Eugene (Ore.) *Guard.* He thinks it might be well if editors wore some "identifying insignia, such as a bell or a neat metal tag suspended from a chain about his neck, so children and timid persons could tell them from a distance and take refuge in time." Let's not take it too seriously, in other words.

NOT LIKE DOCTORING OR COUNSELLING AT LAW

WILLIAM F. Huffman, Wisconsin Rapids (Wis.) *Daily Tribune,* believes it would be well to eliminate and keep out the cheap, curbstone type of newspaper men "who are a menace" and leave the field to clean, legitimate ones. But, anything that in any way threatens the press should not and never can be passed.



COMPOSING ROOM PLAN OF THE SAVANNAH (Ga.) MORNING NEWS

This is Located on the Third (top) Floor of the News' Annex, but Recently Completed and Occupied. Basement Contains Hoe Sextuple and Paper Storage; First Floor: Business Office, Manager's Office and Counting Rooms; Second Floor: Editorial Offices, Auditorium and Lunch Rooms

NEW MEANING IS ADDED TO PHRASE "THIS IS A NEWSPAPER HOME"

Seventy-six Year Old Daily in Southland Achieves High Definition of "Community Spirit" in Its New Building

By JOHN L. MEYER

THE Savannah (Ga.) *Morning News*, seven days a week, has served its home city and a arge adjacent area for seventy-six ears. F. G. Bell, as president and nanager, during 1925-6 effected a onsiderable investment by the aper for building and facilities, ot only to gain much-needed room nd equipment, but also to provide or thrice the volume now being one. This investment followed he solution of rather unusual prob-ems in building, equipping and oving.

The result is a masterpiece in rec-gnizing the newspaper's place in community.

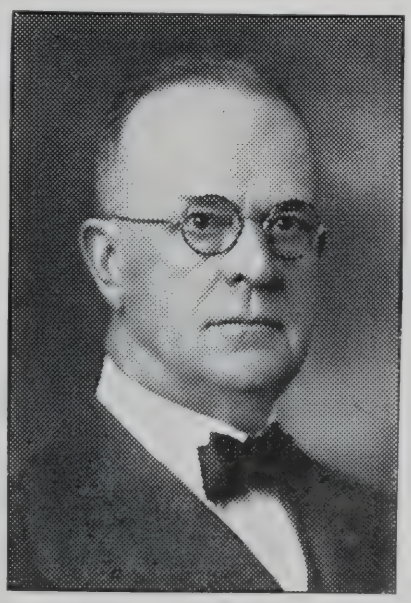
Located on the corner in a small ity block, the five-story *Morning ews* plant was obviously out-rown, with no opportunity in the vailable space to put on an addi-on as such things are ordinarily one. A site was acquired on an-ther street in the same block, at ght angles with the older building. modern four-story structure was ected, and then the two were con-ected, and the older plant and uipment flowed in part into the w, leaving everything "wide en", with room enough and a lot spare for additional facilities and uipment.

HE new building when com-pleted earned unusual and instant terest in the *Morning News* terri-ry, when it was made public that ovisions had been made in the ructure for a town hall, commit-e rooms, a kitchen free of charge the women's organizations of vannah and environs, a branch the public library, and many her service-facilities.

Such things are as yet somewhat w, not only in the South but in st parts of the country. In the se of the *Morning News*, the inno-tion is an expression of the Spirit the South which, one may be-ve, will be evidenced more and re by its newspapers. Certainly is in line with the leanings of a paper of which editorial founda-tions were laid by such men as Joel Chandler Harris ("Uncle Remus"). By the way, the chair he used there is well preserved at the *Morning News* offices.

Reliability has been the keynote of *Morning News* management and work all along, to judge by the com-ment of Savannah residents. They say that Mr. Bell has cherished and advanced this character of the paper "in modern ways". They frankly and repeatedly express ad-miration for the action of the *Morning News* management in banking on Savannah, as it has, for a three-time growth, and believe the faith of the paper will be a big factor in the accomplishment by Savannah of the desired goal, and the other way around, too.

AN interesting paragraph, for newspaper publishers and printers, from the introductory ar-ticle in a special section describing the new *Morning News* plant and preparations for large growth:



F. G. BELL
Late President and Manager Savannah (Ga.) Morning News

"When a newspaper makes a home for itself it must remember that the home is not the thing in itself, but merely the servant of the intangible things that are the real newspaper.

"The newspaper is not the slave of its home, but the home is the servant of the newspaper.

"The new house and the new fixtures could not be sold, perhaps, for what they cost; the great value of a newspaper is in its good will, what the people think of it, whether it has public respect or not.

"To the end that it may be a better friend of the public in Savannah and Southeast Georgia the *Morning News* has sought to make itself institutional, and when it planned its new building it did not forget the public.

"It conferred with public library of-ficials in Savannah and has provided a room in which a branch of the library will be installed, the library to place a per-son in charge and to select the books and handle the whole thing."

"Also it provided a large room, with a rostrum and seats and lights and heat and fans and other facilities and has turned that room, with an adjoining com-mittee room, over to the women's organ-izations of Savannah for their use, with-out charge, of course. This is the *Morn-ing News* Town Hall and it ought to be of very great service for women's meet-ings of all sorts. *It is clear, then, that a newspaper home may be many things besides a building in which the manufac-turing of a newspaper is carried on.*

"The real fact in the case is that the true home of a newspaper is not in its building, not in its press, nor yet in its editorial rooms, but in the homes of the people it serves, in their hearts, in its in-fluence upon them and their ideas about it, their respect for it. What does it profit a newspaper to have a wonderful plant, unless it can establish a home in the people's hearts?"

SAVANNAH has had a newspaper since 1763 when, in April of that year, the Georgia *Gazette* was founded. It lived until the closing days of the eighteenth century. Of the score or more newspapers which succeeded it the *Morning News* was the contemporary of seven. The *Morning News* is today

THREE VIEWS OF SAVANNAH (Ga.) MORNING NEWS PLANT

At the Left is the Older Building, Whitaker Street; Center: The Old and the New in "L" Formation; Right: Front of New (Annex) on Bay Street

the only survivor of the newspapers of ante-bellum days.

It made its first appearance in January, 1850. Col. W. P. Thompson was its first editor. It lived through the great struggle of 1861-1865. In June, 1867, it was bought by the late Col. J. H. Estill.

In 1869 it introduced the first folding machine ever used in a daily newspaper in Georgia, considered at the time a reckless extravagance. The first mail-addressing machine was introduced about the same time, replacing the labor of pen and pencil.

Today, steel staircases with safety treads connect all departments. Lamson pneumatic tubes are used throughout. Thorough ventilation has been provided. Between the old and new buildings there is an air-shaft, 30 by 6 feet, from basement to roof, and twenty-four ventilating tubes run from the basement leading fresh air into every floor and room. The Invincible vacuum cleaner is used, and a Ponsell floor machine for scrubbing, waxing, cleaning and polishing. The walls are painted with Barreled Sunlight, and kept washed up. The roofs are Barrett Specification. A complete Grinnell sprinkler system is in use. Plumbing fixtures are by Crane. Heating is supplied through the Ideal water tube boiler. Filing and storage requirements are covered with Globe-Wernicke equipment, and Brown-Morse steel desks are used in the offices. Oil-O-Matic burners are provided for the stereotype pot and two No-Kol burners are in use; one for the heating furnace and the other for hot water supply. The ink tank is equipped with a Curtis pneumatic air compressor. A Sheppard electric lift-about handles the rolls of news print. A Miles pneumatic drop handles stereotype plates. Marble business chairs were installed with special intention to solve the problem of proper and healthful seating for desk workers.

SOCIETY EDITORS HAVE FINE PARLOR FOR WORK

THE spacious editorial rooms, done in mission, are especially notable for good lighting, accomplished with the use of Tinscan steel windows and Trojan light units.

The society editor's office is fifteen by eighteen feet in size, and is furnished in French grey with orange-colored chintz. There is a grey rug on the floor and all the chairs, tables, filing cabinets and other equipment are painted grey. This is relieved by the orange-colored flowered chintz at the windows and on some of the chairs and pictures on the walls, the effect in the sunny room being very gay and charming.

The *Morning News* Town Hall, on the second floor of the new building on Bay street, seats 150, which can be made 200 by opening the adjoining committee rooms. There is a speakers' platform and stage. The Town Hall contains many historic pictures and relics. The kitchen has a Frigidaire, a Walker Dishwasher, Universal electric range and La-Flat tables. Near the kitchen and dining room is a first-aid room.

The business office, in addition to its modern equipment and ample space, is delightfully provided with flowers, vases, flower boxes and fine decorations. An old-fashioned weight clock, believed to be among the oldest in America, is prominently shown here.

The mailing room employs eight men, handling a circulation of 22,000 daily and 23,000 Sunday. The Dick Mailer is used.

MECHANICAL DEPARTMENTS USE WELL-KNOWN APPLIANCE

THE stereotyping department i Hoe equipped and Certified Dr Mats are used. An 8-column and 5-column flat casting box are als in use. The press room is larg enough for thrice its present capa city, including the space in the ol building. For the operation of th Hoe Sextuple, a Cutler-Hamme press control equipment has bee provided. A two-station newspape conveyor system, the Cutler-Ham mer, has replaced older method The press capacity at present is 72 000 of 4 to 12 page papers an hou to 18,000 of 28 to 48 pagers.

Another outstanding feature the Savannah *Morning News* pla is to be noted in the women's qua ters, already mentioned. Someon about the place has named the *"No Man's Land"*. Employes sa that Mr. Bell was the inventor of th label. In the center of the rece tion hall of this apartment is place a breakfast set consisting of dro leaf table and six chairs, daintil painted yellow and black. A mam moth, old-fashioned bookcase, relic of the *Morning News*, has bee done over and converted into a cu board for dishes. Behind its gla doors repose rows and stacks white and gold dishes. This cu board faces the entrance door a makes quite an atmosphere of hon to the room. In the lower sectio of the cupboard are stores canned food and kitchen utensils.

At the extreme right of this roo is the rest room. There is appl green wicker furniture fitted wi cretonne cushions which show background for exotic touches color. Frilly white curtains gra the windows in here and a d gray fiber rug lends a restful aspe to the whole room.

The emergency room is just t

other side of the rest room. A comfortable Simmons couch, also cretonne covered, here awaits the tired worker or the victim of sudden swoons. A white cabinet behind the door contains all first aid remedies. Here are electric sewing machines and irons.

The kitchenette — so called for the sake of impressions—is in reality a full-fledged kitchen such as any home might envy. Widely advertised articles make up its complete equipment.

Ed. Note: Since this article was completed and locked up, news of the sudden passing of Mr. Bell has been received. He leaves a great monument in the plant and business described above.—*J.L.M.*

SCHOOL SUPPLIES IN VILLAGE SHOP PAY

Wisconsin Community Publisher Finds An Accommodation Grows Into Profits

By Arthur W. Pickering

THE Pickering Printing Company, at Black Earth, Wis., moved into its new home when it literally had outgrown the old one. A Model L Linotype "paid for itself", multiplying time available for production five times. Losses due to poor arrangement of equipment, which could not be overcome in the old building, have been met. Also, loss of material due to lack of room for storing.

Our aim was to build as economically as possible after considering convenience and roominess. Such interest was taken in the venture by local contractors that it was possible to complete the building in three weeks from the time ground was broken.

As the move was only across the concrete street the front was taken out of the old building and the machinery taken across on skids—and through the large window of the new building—without being dismembled. Many an interested bystander and friend "heaved a shoulder", without thought of compensation. Equipment went into place easily, as all arrangements had been planned before the erection of the building.

WHEN everything was in order we issued an invitation through the columns of our paper, the *Dane County News,* for everyone to visit our new home on the following Saturday. One of the staff was in the office welcoming visitors as they came in, and passing on to the work room, where a helper went on with the job work, to show "how things were done", while the editor answered questions and took visitors through.

A note book was given to the head of each family, and booklets of our popular brand of paper to everyone.

Although Black Earth is only a village of a few less than 500, nearly 250 visitors came in on that day.

The building without the lot cost only $2,000. The street frontage is 24 feet, and the lot extends back 48 feet. Two doors were put in front so that one may be used for an entrance to an upper story which is to be added.

The walls are of 12 inch brown tile, and the roof of composition roofing. A concrete floor extends from the front to within 18 feet of the back of the building. The back part has a wooden floor, 18 by 24, and under this space is a cellar which is used for storage of electros, a melting furnace, a pipeless furnace, etc. The office and showroom extends 13 feet back from the front and is divided from the work shop by a 6-foot composition board partition. The office is plastered.

WE have had very good results from our "correspondents' table". This is in the office. It is, merely, a table on which are paper and pencils, and an attractive box on which is an invitation to sit down and write any news the visitor may know and deposit it in the box.

A. W. PICKERING
Publisher, Black Earth (Wis.) Dane County Weekly News

Our equipment consists of a Cottrill Babcock drum cylinder press, a 10x15 Chandler & Price Job Press, a 30-inch Advance Paper Cutter, a Model L Linotype, four stones, three cabinets containing about 40 cases of type, proof press and Acme Stapler. The job press, Linotype and large press are all run by General Electric motors.

Our experiences and problems may not be any different than those of many other publishers. Our paper, the *Dane County News* is steadily gaining new subscribers. Personal appeal in various ways has netted us satisfactory results. One good way of gaining new subscribers is sending out free copies to a select number of good prospects for three weeks, followed by a personal letter. We found personal calls at the home the best method. We have found time to go out a few days now and then, and every call has netted subscribers.

We devote a page of our paper exclusively to a neighboring village, which cannot support a paper alone. We spend Tuesday of each week in this village, gathering news and soliciting advertising and job work, and seeking good will.

Close Attention is Given To News of Nearby Places

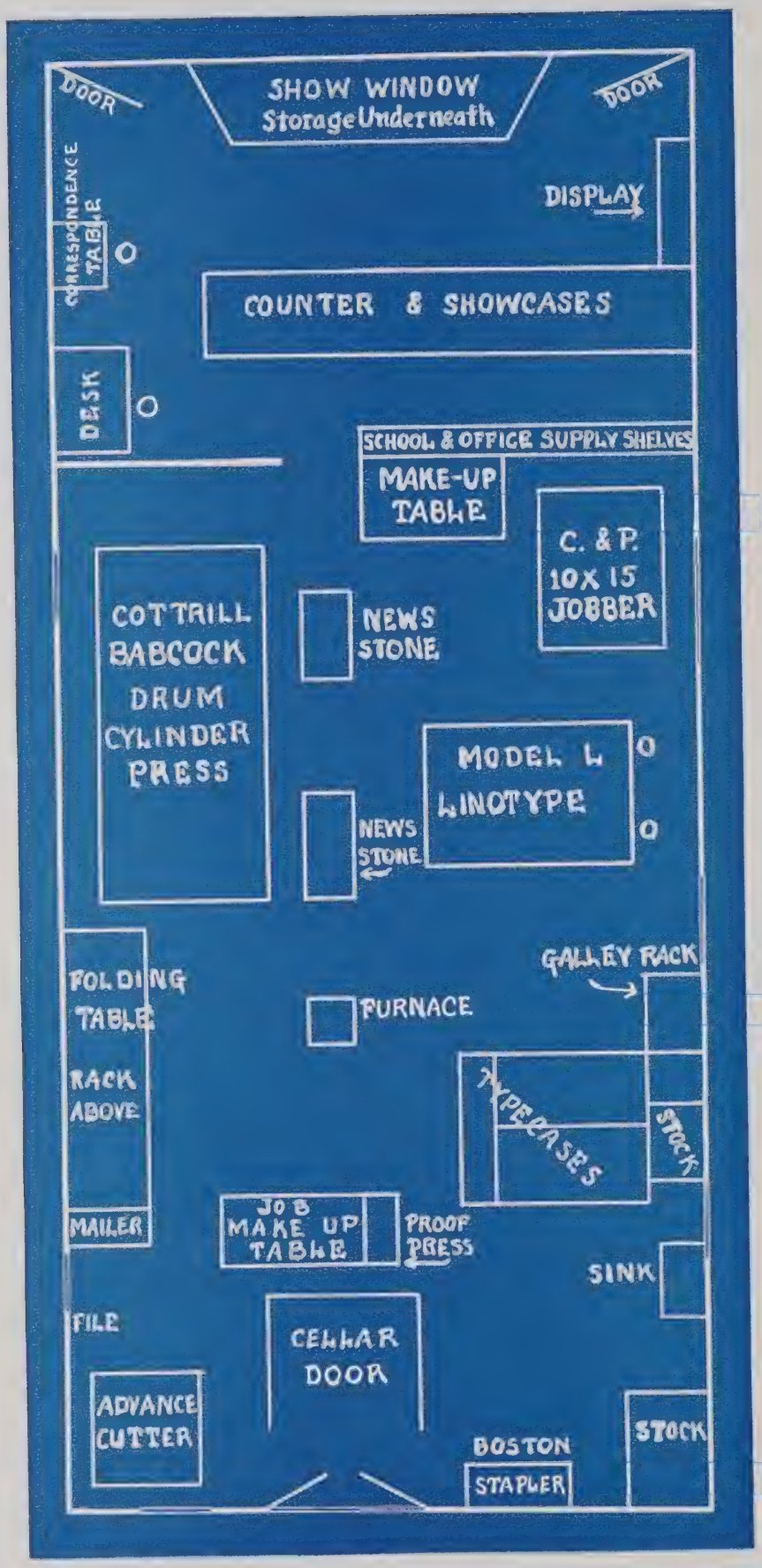
OUR correspondents cover the entire territory. We keep the correspondents interested by treating them as friends. We remember them at Christmas time with cards, and so on.

The editor has charge of the shop, sets up the job work, etc., and is assisted by a helper. The editor's wife attends to the outside work such as soliciting advertising and collecting, and the fact that we carry from 40 to 50 per cent advertising in each issue of our 8-page weekly demonstrates the success she has met in this work.

Our strongest competitor has been the specialty printer who sells standard forms for various classes of business, securing their orders by mail or through salesmen, as a side line. In this respect we play "tit for tat". We have developed forms which we sell by the same method. Most of the orders we receive come from towns where there is no printing office.

How a Department Grew Up From Being Accommodating

OUR school and office supply business, which was almost forced on us, has been a success. Local students purchased theme



LAYOUT, SET UP IN ADVANCE, PROVED EFFICIENT

Dane County News' Home at Black Earth, Wis., has Made an Exceptional Record in Community Service

paper which did not fit their note books from the local stores, then brought it to us to be punched or cut. Of course we did this as an accommodation, but we finally stocked theme paper.

Soon after this the county school superintendent could get no one to handle the school books for the rural schools in this vicinity, and came to us with the request that we sell them. When the pupils came for books they expected to get other supplies, so our stock gradually grew. In fact, our stock would be a credit to a much larger town. We furnish all the schools within our trading area with supplies from our stock.

We find this works in with our printing business as well as with the newspaper. All the teachers are urged to send in school news notes regularly which has developed a feature that has helped in building up our circulation.

The publisher and owner began business May 10, 1918, purchasing the outfit from the Zintz Bros. A few years later he purchased a Junior Linotype, which gave some satisfaction, paving the way for the purchase of a Model L Linotype in March 1922. The volume of business has been increased several times.

MY OWN SHALL COME TO ME

SERENE I fold my hands and wait,
Nor care for wind, or tide, or sea,
I rave no more 'gainst time or fate,
For lo! my own shall come to me.

I stay my haste, I make delays,
For what avails this eager pace?
I stand amid the eternal ways,
And what is mine shall know my face.

Asleep, awake, by night or day
The friends I seek are seeking me;
No wind can drive my bark astray,
Nor change the tide of destiny.

What matter if I stand alone?
I wait with joy the coming years;
My heart shall reap where it has sown,
And garner up its fruit of tears.

The waters know their own and draw
The brook that springs in yonder height;
So flows the good with equal law
Unto the soul of pure delight.

The stars come nightly to the sky;
The tidal wave unto the sea;
Nor time, nor space, nor deep, nor high,
Can keep my own away from me.

—*John Burroughs.*

EVER MEET LORIMER OF S. E. P. FAME?

P. D. Armour Couldn't Make Rich Packer Out of Him; How He Does His Work

NE day in the eighties a boy of eighteen was walking down LaSalle Street in Chi-go, when he was stopped by a ddy, portly man who said:

"Where have you been, George? naven't seen you for a long time."

"In Yale," was the reply.

"Going back?"

"Yes, sir."

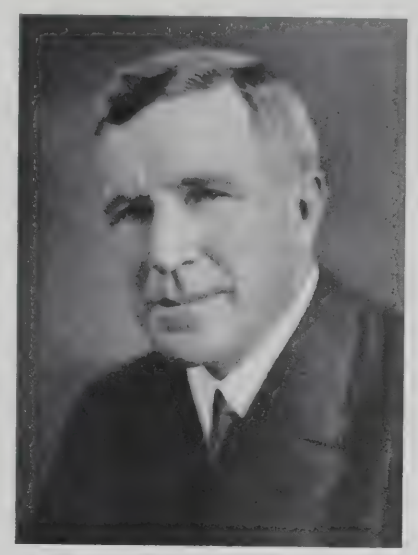
"Come with me," his questioner turned (he was not particularly ·ong on college educations), "and l make a millionaire of you."

'HE boy was George Horace Lori-mer; the man was P. D. Ar-our. He accepted the invitation "come with me," but he did not velop into a Chicago million-·e. What he did do was to ac-ire at first-hand a commercial ex-rience which he has capitalized th as editor and author. It en-led him to found a whole school hardsense humorous literature which the famous "Self-Made ·rchant" was the first notable fig-·.

Despite the fact that he rose ›idly in the Armour service Lori-·r wanted to write. Toward the ddle of the nineties, and when was earning a salary that was nsidered large in those days, he signed and spent two years sys-natically preparing himself for rnalism. He studied and wrote rsistently. He even took an oc-ional flier in verse.

He now found a position on a ston newspaper. Some months er Cyrus H. K. Curtis, who had de a success as publisher of the dies' Home Journal, acquired the 'urday Evening Post, the oldest rnal of any kind issued today m an American press.

OUNG Lorimer was ambitious to widen his field so he sought out . Curtis who engaged him as ·rary editor of the *Saturday Eve-·g Post* in 1898. The magazine s considerably run down. Its ef asset was the Franklin tradi-n. Early in 1899 the editorship ·ame vacant and Mr. Curtis start-for Europe to engage a well-›wn literary man to fill it. Be-e departing, however, he gave ·imer complete authority to ng out the publication in his ab-·ce.



GEORGE HORACE LORIMER
Editor, Saturday Evening Post

Lorimer pumped life, vitality, and timeliness into the declining *Post.* When Mr. Curtis received the first issues under the temporary sponsorship he became less ardent in his search for an editor, and after a few months he cabled Lorimer to unfurl his name as editor-in-chief at the masthead of the magazine and it has flown there ever since.

Lorimer was the first American editor to cross the million circulation mark. Since then he has nearly trebled that initial million. His most notable performance as a best-seller-writer was his book, "Letters From a Self-Made Merchant to His Son," which has been translated into a dozen foreign languages and has become a classic of its kind.

THE Editor of the *Saturday Evening Post* preaches the gospel of hard work and practices what he preaches. Most men who edit publications of large circulation only read manuscripts after they have gone through the mill. Mr. Lorimer reads, not only every article and story published in the *Saturday Evening Post,* but a great many more. He confines himself to the executive work of the magazine at his office and does all his manuscript reading and writing at night in the quiet of his library. Mr. Lorimer is one of the most accessible, if not the most accessible, of all editors of important magazines to those who have any real business with him.

He believes in recreation and lives twelve miles from Philadelphia where he has a country place that enables him to indulge his love of trees and flowers. At fifty-seven, he seems to have reached his richest powers. He is brisk and alert, with smooth face, keen eyes and a thoroughly wholesome manner.

He has extraordinary swiftness and accuracy of editorial judgment. Decision with him is expressed in "Yes" or "No." He believes in paying big prices for the best matter.

THIS is published by courtesy of the Curtis Publications and The Red Barrel, dealer monthly of the Coca Cola Co.

ROOTS HAVE DRIED UP ON GOVERNMENT ENVELOPES

Reasons for "Bureaucratic Love" of Officials For Them Are Dying Out Fast as Times Change

THE bureaucratic love of stamped envelopes that exists at Washington, says *The Postal Adviser* (Duplex Envelope Corp.) can be traced essentially to the delusion of some of the veteran officials at the Post Office Department that it would be a grand and glorious thing if all envelopes deposited in the mails were of uniform size and high quality. Every reader knows that this is an idle dream that can never be realized. The nature of the contents must always dictate envelope dimensions and construction, and it is patent that, with the necessities of modern advertising practice, there must be a considerable range of carrier-mediums.

That Congress is, moreover, sympathetic to the idea of allowing all reasonable latitude to mail users is indicated by the opposition that has appeared in the national legislature at every attempt to rigidly standardize mail forms.

As for the *printed corner card,* the ethics of modern business are such, coupled with the value of the average unit of printed matter circulated by direct advertisers, that there is no longer any danger that advertisers will not provide cards on all their mailings, a fear that in the old days prompted the government to make it easy for mail patrons to indicate the source of a mail piece. Indeed, the impulse of the up-and-doing direct advertiser

is to provide a more conspicuous and more legible style of return card than the government pattern. Of the business men who use the government envelopes, many do so in continual protest against the drab and diminutive species of corner card to which they are restricted by hard and fast rules.

WHILE there are extremists who would have Uncle Sam abandon the envelope business lock, stock and barrel, a majority of the printing, interests and paper supply forces will be satisfied if, by way of beginning, a law is passed to prohibit the printing of special return addresses by the government, declares the *Adviser*. This would permit the sale of blank stamped envelopes and also the furnishing of envelopes with a skelton return card to be filled in with pen by the mailer.

Nevertheless, it is the conviction of such well-informed ex-officials of the Post Office Department as Judge William H. Lamar that in the present state of development of postal facilities there is no service reason why the plain stamped envelopes should not be discontinued entirely.

MEANWHILE the march of postal progress bids fair to ultimately leave all versions of the government stamped envelope far behind, continues *The Postal Adviser*. The extension of the use of precanceled stamps and the adoption by direct advertisers of "permit" and postage meter systems must curtail drastically the use of the plain or garden variety of stamps, whether embossed on envelopes or gummed. The perfection of latter day mechanical devices for affixing stamps and the convenience of the coiled stamps (precanceled or otherwise) void one of the chief arguments that was once used in behalf of stamped envelopes.

COUNTRY PUBLISHER MUST FIGURE CLOSER

THE actual cost of producing the New York *Times* is said to be 14 cents per copy. It sells for two cents per copy. The actual cost of producing the *Saturday Evening Post* is said to be around 50 cents per copy. And it sells for a nickel. But the *Times* advertising rate averages $200 per column, and the *Post* rate is still higher. This accounts for the low subscription rates. Publishers would probably be astonished if they would figure out accurately the cost per copy of producing their papers. Country Publishers must get a subscription rate that will somewhere near cover the cost of production because their advertising rates, and volume of advertising, are not large enough to absorb so large a proportion of loss.

—*Nebraska Press*

RIGHT MAN

MANAGING EDITOR—"Sorry, can't give you a job. What could you do, anyway?"

TEMUS—"Ah thought maybe yo could use me for some of dat black face type yo' prints with"—Lansing (Mich.) *State Journal*.

MUST CUT OUT EXPENSIVE USELESS CIRCULATION

Newspapers in New Era Showing More Common Sense and a Centering on Local Trading Areas

By A. W. FELL

Manager Pennsylvania Newspaper Association

ONE publisher suggests that a newspaper should go to the local advertisers and say: "We have so many subscribers in the city and the retail trading radius. That is the circulation that you want. We propose to cut off all the distant business, and while this cuts down the gross circulation, it will not affect the value of the circulation to you. It will, however, reduce our expenses and make it possible for us to continue at present advertising rates, and to work intensively for circulation within the retail trading radius. Will you agree to this plan?"

This publisher then suggested that the paper let the business outside of the retail trading radius die a natural death. It involves an agreement with the local advertiser as to what constitutes the retail trading radius, but even if this is liberally bounded, it will enable the average paper to save from 5 to 2 per cent in circulation.

It would have the advantage of naturalness in circulation. *It would do away with the policy of arguing for a particular advertising rate on a gross circulation obtained at a high expense and having small value to the local advertisers who keep the paper going.* The Audit Bureau of Circulations is laying strong emphasis on circulation within the retail trading radius, and the inevitable consequence will be a less strenuous effort upon the part of circulation managers to get business outside.

A NEW era in circulation work is dawning in the intelligent interest that advertisers are showing in circulation distribution; and their strong common business sense will cause them to accede to any reasonable curtailment of the field of operations that the publisher may suggest.

Manufacturers endeavor to avoid far-away and isolated business because the freight charges eat up profits. They build business from their own doors outward—that is to say, they want business to be centrifugal instead of centripetal. Newspaper circulation should be built according to the same law.

The SANCTUM SANCTOREM : : : : FOUR-WALL SOLITUDE GOOD or BAD?

IN THE newspaper field there has been a tendency away from having a lot of private offices in editorial and other departments. Better results are said to follow the use of large single rooms. Some of the most noted managing editors of the day work right out in the open "on the floor." In these same plants, it may be observed, the business geniuses continue to function behind private office doors. Interesting in this connection is the following from an editorial in *Motor World*:

SOME men are made for private offices and some never should have one. It depends on the man. Some men can retire to the solitude of four walls and mahogany furniture without losing their grip on the essentials of their businesses. Others need close physical contact with everything that is happening in their business to stimulate their mental activities in behalf of their businesses.

Rarely if ever do selling organizations succeed over a reasonable period without active, intelligent, inspiring leadership. The best salesman, the best mechanic, the best department head falls far short of maximum accomplishment if he must struggle along without active encouragement, help, inspiration from those to whom he is responsible. And even more serious is his plight if his employer, out of touch and sympathy with the important problems and conditions of his subordinate, essays decisions at times that he would not have made if he had been better acquainted with his own business.

Among executives, by and large, there are two extremes. The man who carries ALL the responsibilities and allows nobody to decide anything and who has no time to think about the larger problems of his business is as unfair to his organization and his investment as the other fellow who shuts himself behind the mahogany and plush of a "sanctum" and relinquishes control of it.

WHAT ARE YOU STOPPING FOR? I HAVEN'T TIME TO STOP!
YOU CAN GET MORE WORK DONE IF YOU STOP ONCE IN A WHILE TO PUT A FRESH EDGE ON YOUR AXE
OWRY

rtnell, Chicago, 1926

"The Man who is so Busy that He does not have Time to Read his Trade Papers is like the Man who was so Busy Chopping Wood that he did not have Time to Sharpen his Axe"

These lines appearing on the cover of June 1926 *"NPJ"* inspired the cartoon reproduced hereover in SALES MANAGEMENT MAGAZINE of Chicago, which added: "Stopping to read about the experiences of others is just another way of stopping to put a new edge on your sales tools."

PUBLIC SERVICE PERIOD HERE FOR the PRESS OF AMERICA

And, This Means Businesslike Policies for Business As Well as Editorial Departments of the Newspapers

By HERMAN ROE

KEEN observers of the trend in journalism agree that the American newspaper is enter upon a new phase. A century we had the pioneering period ournalism; a generation ago the iod when 'personal journalism' e an opportunity for several of most brilliant and interesting sonalities in America's news- er history to scintillate at a time n the personality of the editor te first and his newspaper after- ds.

he third period witnessed a d expansion due to the marvel- mechanical progress brought about by the invention and development of the typesetting machine, giant presses, the telephone, telegraph, wireless, cables and other inventions.

Now we have the public service period.

IN the two business departments—advertising and circulation—a regretably large percentage of publishers of country weeklies have no fixed policy. A remarkable improvement has been witnessed during the past decade but the field is still white unto the harvest.

The only policy that any publisher should consider in dealing with subscriptions is the *pay-in-advance* plan, strictly enforced and lived up to—which is the policy that has been in effect in our office for eight years. This solves the biggest circulation problem — assuming that publisher is discharging his obligations on the editorial side. The pay-in-advance subscription policy removes all worries about delinquent accounts and the expense of collecting them.

(PLEASE TURN THE PAGE)

Coupled with this there must be a system, religiously carried out, of *notifying subscribers that the time to remit is again at hand.* In our office a statement is enclosed with the paper four weeks before the expiration date, and a rubber stamp reminder imprinted near the name label. If a remittance is not forthcoming promptly the next two issues also carry reminders—via the rubber stamp method—on the front page in a conspicuous place. The last issue before the subscription expires carries a final rubber stamp appeal and also an insert with subscription check in blank attached.

If this persistent system fails to get results the subscriber receives on the day the paper should arrive, a post card with a clever reminder of the reason why it has not put in an appearance. If he still fails to succumb to our circulation policy he receives the following week a sample copy with an insert carrying an effective appeal that invariably gets results.

Our subscription policy also includes *an ever present dissatisfaction with the size of our subscription list and an insatiable desire to see it grow.* To accomplish this we persistently invite through sample copies and circular letters, new families who have moved into the community and the sinners who are outside the fold to join the elect and become members of our satisfied family of subscribers.

THE advertising policy of the country weekly must first be based on a profit-producing schedule of rates, *determined on a basis of costs in your own shop*—(we have such a record of the cost of producing every issue of our weekly for the past fifteen years)—and second, a real service to advertisers both local and national.

From the sale of advertising space must come at least 75 per cent of the revenue of the country weekly. The publisher who does not realize that his office must be equipped to serve as advertising counsel for a large majority of the merchants in his community will not be deriving the revenue he should from this source nor will he be effectively serving his community.

In order that his paper may properly serve the merchants of his community as a medium for conveying to his subscribers—who are their customers—store news with a buying appeal and attractive set-up the publisher should subscribe for an illustrated advertising mat service, install a casting box and carry on a regular and consistent campaign of advertising solicitation.

If the field warrants it, *an advertising solicitor should be added to the staff.* With the equipment above mentioned any solicitor who is tactful, industrious and possesses some initiative will bring good returns on the amount invested in his salary.

An advertising solicitor is a necessity in every country weekly office.

PRESIDENT Herman Roe of the National Editorial Association—publisher of the Northfield (Minn.) *News*—delivered his first address since election to the "first office in American newsperdom," at the summer convention of the South Dakota Press Association. Excerpts from this address are published herewith both as being in line with the "experience-exchange" policy of *"NPJ"*, and as an indication of the policy and point of view which govern the N. E. A. during the present administration.

GIVEN an *advertising load of at least fifty per cent—and preferably sixty to keep each issue of the paper out of the red ink column—the policy to be followed in making up his paper next confronts the publisher.* Excellent editorial and business ability may be discouraged by a careless, planless "makeup" and typographical work. Especial attention should be paid to the front page, which should never carry ads.

"In our office the advertising solicitor indicates in a miniature dummy of the paper the location of every advertisement," showing the page and the space it is to occupy using the pyramid style of make-up throughout. Then the editor, with his galley of proofs before him completes the process of building the paper by designating where the various news features — country correspondence, news of neighboring cities. Twenty-five Years Ago Farmers' Forum, Personals, Home Happenings, Weddings, Obituaries Legion Post-Mortems, School Notes Editorial, Tales of the Town (a feature column), Church Notices, etc —are to be located. The complete dummy gives the "make-up" man a definite instructions as an architect's specifications provide the careful builder.

When he has completed his job *a pressman, who takes pride in his work, completes the process, and adds his contribution to the production of a country weekly* that inspired one envious publisher to write—"yours is the classiest paper from a typographical standpoint that comes to our exchange table. It is a credit to its community and an ornament to the country journalism of the state."

Yes, that exponent of high ideals in journalism, Dean Williams, is eminently right. "He serves his paper best who serves his community best." No sounder editorial policy could be prescribed than this.

DELIVERY DATE BECOMES MORE THAN A PROMISE

Iowa Printing House Has Bulletin Board In Shop to Help Make Good on Its Orders

By DONALD O. ROSS

SCENE: Most any printing plant office. Customer enters, or perhaps he phones. Conversation as follows:

"Is that order of envelopes ready?" asks customer.

"Just a minute, I'll see," is reply.

Five minutes later, office manager gives package to customer or else returns with news that the job isn't finished. In either case, customer is disgruntled over loss of his time.

CALMING RUSHES

THE Woolverton Printing Company of Cedar Falls, Iowa, has solved this problem. As each "rush" job, or each job promised for a certain date, is received the job ticket is turned over to the foreman and a notation is made on a bulletin board in the pressroom where it can be seen by compositors and pressmen.

The ticket number, name of customer and delivery date are all entered on the bulletin. These jobs are given preference over regular work and every effort is made to finish the job when wanted. When the job is finished, the shipping clerk checks it off the board.

SELF-INKER

AN Iowa printer has made a self-inking plate for his proof press which saves hours of time and eliminates ink cans, ink spades and sticks at the proof press.

The plate over which the roller is rolled is made from three-eighth inch steel. A hole was drilled in the back of the plate and threaded. One of the largest oil cups to be found was fitted into the hole from the bottom. When filled with ink a slight turn of the oil cup forces the required amount of ink through the hole and onto the back of face

the distributing plate where it is "worked" with the roller or brayer. The proof boy or compositor taking proofs of composition finds it unnecessary to wash his hands each time he inks the plate as is so often the case with the "stick and ink can" method.

THEN, DELIVERY

SYSTEM is needed in *all* departments. I know of a job printing shop that prides itself on its ability to produce "rush" jobs. The office rushes the ticket to the foreman and he rushes it to the compositor. The pressman gets the rush job from the compositor and he rushes it to the shipping counter. *Too often the job halts here* and is wrapped and delivered "when convenient." Quick delivery is just as important as speed in the composing room or pressroom, when it comes to rush work, yet it is often overlooked.

HOME BREW ON TAP

HOME BREW is delivered in broad daylight to businessmen on Main Street at Cedar Falls, Iowa. Lest there be an immediate migration to the tall corn state where this city is located, it should be explained that "Home Brew" is the name of the house organ mailed out monthly by the Woolverton Printing Company in the form of a 4x9 inch blotter.

About 300 of these blotters are sent out monthly by mail under 1½ postage, using a white number 10 envelope. A number of the blotters are used later in the month, being enclosed with packages of printing when delivered locally.

The blotter is written in a newsy vein. It carries jokes, pointed sentences and a few items about the company publishing the blotter. The copy is changed each time.

As a direct result of this blotter, the company received many orders, one for $300 worth of printing from a new customer. Invariably, local orders increase immediately after the blotter is mailed out.

SEVEN days without food make one weak.

WORLD'S BEST SPORT COUNTRY-EDITING

Omar Gray, Missouri Country Journalist Known Over World, Sure Loves "the Game"

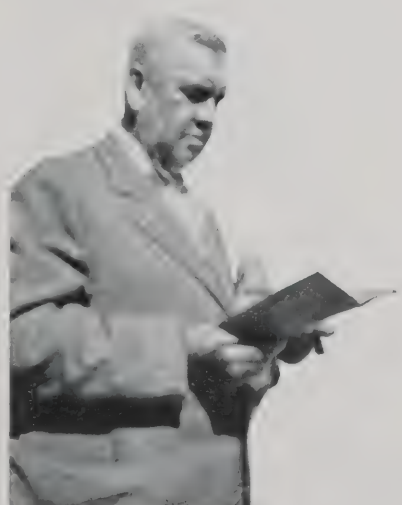
By EDGAR WHITE

BECAUSE they won't give me enough room, and I could never train myself down to working under a rule. If I want to write anything it must be by my own free act and deed. It may not be as smooth and polished as some high priests of art demand, but it's me, and when my people read it they'll lay it on Omar Gray and nobody else : : :

When the editor of the Sturgeon (Mo.) *Leader*, and field secretary of the Press Congress of the World, was in Macon, Mo., the other day a friend asked how it happened with his ability and wide acquaintance among the people of the Mississippi Valley he had never lined up with the metropolitan press. The first paragraph hereover was his answer.

MR. Gray talks to the people of Missouri in a department titled, *"As the Editor Sees It"*, and what he has written under that head has made him the best known country editor in the state. It is Mr. Gray talking to his fellow Missourians exactly as he does when walking down Main street or riding in a smoker gliding through the corn belt.

"As editor of a small town paper," said Mr. Gray, "I'm more at liberty to move to and fro over the earth and shake hands with the people. My hobby, you know, is to make one newspaper grow and flourish where two had been struggling to make a livelihood. There's a real demand for an agent to effect consolidations, and I've been blessed with good success in helping the publishers to come to terms.



OMAR GRAY
Sturgeon (Mo.) Leader
(Field Secretary, World Press Congress)

"Aside from that work, which has a peculiar fascination for me, I'd rather be a country editor than anything I know. There's no clash of interests between the metropolitan and small town newspaper. The one brings to its readers everything of importance going on in the world, nation and state, while the small town paper is strictly a local enterprise. But, of course the editor, if he is gifted that way, can write editorials on anything from the Tower of London to the best way to bait a hook for bass. The news, though, must be of local nature to win the favor of rural readers.

"These are happy days for the country editor. Some experience since the war has taught him valuable lessons. He doesn't give his space away for a song, no matter how alluring. The work of the free publicity shark goes promptly into the waste paper basket. Anything in the way of advertising must be paid for. The editor now has his own home and newspaper plant, owns a good car and can afford to take his family off on a real vacation every summer."

"BUT as to the standard of correct English—do the country newspapermen set a mark for good writing? Doesn't he use too many 'wes' and 'ours' for instance?"

"I think I see what you are driving at," returned Mr. Gray. "If you mean, is the country editor a literary expert? I'll say, No! *Thank goodness!* But he's better than that—he's a judge of human nature.

"Your stylist would scoff at the many 'wes' he uses, but how else would Tom Smith and Mary Jones know your feeling toward 'em unless you wrote '*We* tender this worthy young couple our best wishes for a long and happy wedded life, and *we* gratefully acknowledge a slice of the wedding cake?'

"To simply say 'Jeff Jackson has painted his store front a brilliant red' wouldn't arouse any hilarious rejoicing in a merchant who was a potential advertiser, but when '*we* wish to congratulate our enterprising friend, Jeff Jackson, who has recently treated the front of his popular store on Main street to a tasty coat of paint,' Jeff orders a lot of papers, and maybe will take a quarter-page display in the next issue.

"When you drop the 'we' from a country newspaper you create a formal barrier that is not conducive to patronage or friendly relations. And right here I want to say the *Leader* has plenty of room to mention any spurt of activity or enter-

prise by a local citizen. And he doesn't get a bill for it, either. Such notices are as bread cast upon the waters to return after many days—with interest.

"It would knock all the fun out of the business for me if I couldn't talk to the people through my newspaper the same way I talk to 'em when sitting on a cracker box in the corner grocery.

"THE newspaper business is not overdone in the small towns as it was formerly. Time was when it was not unusual to see three papers in a town of 2,000. I remember when there were four papers here, and the town was not as prosperous as it is now. Now you have only two papers, and both get fair rates on advertising.

"The publishers nowadays are learning that the wise thing to do is to consolidate where there isn't enough business to go 'round. It pleases the merchants, and they are glad to pay the extra advertising rate, because they know the consolidated paper will give them a better circulation for their money, and that its news service will be better than before. The paper will have more money to pay for reporters and news.

"It's the best sport in the world to be a country editor these days, because there are so many interesting things he can do for his community. There has come into the editorial sanctum the ambition to help build and make the community larger, better and more prosperous. The praises of the county fair are sung. Agriculture, stock-raising, mining—industry of all kinds—is encouraged, and the editor takes pains to discover and publish new and better methods, ways that will help the workers to a larger revenue and easier circumstances. Things of local need—a playground for the children, better lighting of the streets, the planting of flowers, improvements of streets and alleys, the removing of unsightly places, the creation of an interest in the school and town library—there are hundreds of these small things the editor takes up as a part of his duty to the public, and keeps hammering away at them until he gets results. Then, when the stranger comes and looks around, he goes away and tells people that Bluebells is the cleanest and prettiest little town he ever saw.

"The people at Bluebells will never remember it was the editor who started the civic ball rolling. They thought of it themselves, mind you, and the editor merely jumped into the band wagon to keep from getting run over. But if he's the right sort of a fellow he won't care who gets the *glory*. The main thing with him is that the Bluebells woke up and got on the map."

NEWSPAPER CO-OPERATION GETS MORE THAN FAVOR

Kansas City Star-Times Puts on Something New and Auto Trade Gains, Along With Paper

AN UNUSUAL program of newspaper co-operation for the motor car industry has resulted, it is said, in substantial advantage for the trade in Kansas City territory, especially through its help in "solving the used car problem", says *Motor World Wholesale.*

The Kansas City *Star-Times* began in February to schedule its own advertising in behalf of two subjects, automotive products and real estate, exactly as any other advertiser would schedule its promotion. The advertising department laid out its program, prepared its copy, and sent its instructions to the mechanical department in the same routine. The copy designed to inspire the attention and interest of the public in motor cars was given the following definite schedule:

Every other Sunday—Page, or four columns.

Every other weekday — Four inches single column, "Island position" second page (space sold to no customer).

Every other weekday, alternating with No. 2—Four inches double column, near the classified page.

Advertising representatives of newspapers are constantly urging on most merchants the advantage of consistent, persistent advertising, on a schedule, for most effective results. The *Star,* in adopting this program of regular advertising, was not only "following its own advice," but was able to argue from the outcome, that the practice is profitable for the commodity so promoted. The *Star's* lineage has increased substantially, indicating more and more profitable use of the space by advertisers; and the testimony of the automotive trade is that the sales of both new and used cars, in the territory as well as in Kansas City, have increased substantially.

THE *Star,* continues the trade journal here quoted, was not, as might be assumed, currying favor with the trade to secure immediate increased patronage. The primary purpose, in exploiting motor cars, was to *help to clear up the used car situation, so that distributors and dealers would be in better position to finance and handle more new cars.* The *Star's* ultimate compensation was to come from the gain in the advertising of new cars, when the heavy stocks of used cars were got out of the way.

The used car situation in Kansas City was no doubt similar to that everywhere—too many used cars, and few dealers knowing "what to do about it." No agreement could be reached among the dealers for any concerted program for moving used cars, though many devices had been proposed.

Patience in this program did bring definite action by the trade in co-operation—a used car week, starting July 11. The co-operation, developed through the association, consisted chiefly in the closer attention to conditioning of cars, and closer price marking, for the week; there was not any large increase in space taken. The *Star* itself did the "co-operative advertising," of the special week, dealers taking classified space about as usual. But the week showed more than 30 per cent gain in used car sales.

The benefit has been felt throughout the distributing territory in which the Star circulates.

Much of the *Star's* automotive copy is adapted from copy supplied by a syndicate; some is written in the *Star's* office, and all is copyrighted by the Star.

JIM BIGGERSTAFF
Publisher, Wagoner (Okla.) Record-Democrat

JIM BIGGERSTAFF, militant community weekly publisher, has a hobby which is unique among newspaper folks. He recently undertook the culture of Oklahoma-grown gladiolus, and has found it so interesting that now he is in the business as a sideline. Some are predicting a new industry for the state as a result of this venture. Most of the bulbs in the United States have been imported from Holland.

Free Publicity Really Hurts Advertiser Most

S. F. H." writing in the New York (N. Y.) *Daily Women's Wear*, going to retailers and manufacturers in the textile fields, says: "In studying the advertising copy of those who try for free advertising, we invariably find the copy guilty of complacency and self-laudatory phrasing.

"The news of a fine business should be guarded so jealously to use in advertising campaigns that reporters scouting for news can't even get wind of it.

"This editorial is being written in an editorial department of publications that employ tireless and insatiate news-getters. And when they can get a scoop on the news they have served the papers well. Nevertheless, from the advertising standpoint the sequence is wrong, when news of developments important to trade business is allowed to appear first (as it frequently is) in the news and editorial columns of the paper.

"It is triumph for those departments. But it is taking punch out of the better publicity which always obtains in the personal announcements of the firm itself, backed by the independence of paid space and even more, the acknowledgment of responsibility by the firm."

SOLILOQUY Of a Newspaper

By THOMAS HARDY
London (Eng.) Observer

"YES, yes; I am old. In me appears
The history of a hundred years,
Empires', kings', captives', births and deaths;
Strange faiths and fleeting shibboleths;
Tragedy, comedy, through my pages
Beyond all mummed on any stages;
Cold hearts beat hot, hot hearts beat cold,
And I beat on. Yes; I am old."

Journalism : : :

A JOURNALIST, in order to be a true philosopher and recorder of the day, must understand the elements of this industrial age. And the mechanical processes involved in the presentation of his productions require high engineering skill in design, construction, and operation. Where would journalism be today without the high-speed press, the linotype—the telegraph, telephone, radio — and even now, both the wire and wireless transmission of pictures? — *Professional Men's Quarterly.*

WORLD'S Champ HAND COMPOSITOR—E.O.D.

Alabama Printer-Editor Claims Title; Once He Worked a Carpenter-Built Press

By WILL W. NELSON

AN Alabama printer-editor claims the distinction of being the fastest of all hand compositors: E. O. Davidson, of Fort Payne, Ala. With J. J. Beeson, he owns and edits the DeKalb County *Herald*, a bright weekly newspaper. It's six columns, with four pages home print. Mr. Davidson formerly set all the type on this newspaper, besides setting and printing lots of job work every week.

Under date of August 11, 1925, Mr. Davidson issued the following sworn statement:

TUESDAY, July 14, 1925 (closely watched by the editor of the DeKalb County *Herald*), I lacked only 4½ inches, or 47 lines of setting seven columns of leaded 10-point Harris Roman, 19½-inch length and 13 ems wide, by hand in exactly eight (8) hours. There were no heads or slugs to bulge it out. All these I left out until I had made the above record, and they were placed in later.

"My type contained 792 lines, which amounted to 10,296 ems. My copy was of the average newspaper copy and not a piece of the picked variety.

"My proof was considered good—not a word omitted—and contained only typographical errors.

"Averaging 32 pieces of type to a line, the 792 lines contained 24,344 pieces of type properly spaced, which was practically 53 type per minute for eight hours.

"My object in writing this is to give any hand compositor in the world a chance to beat my eight-hour record, and if it cannot be done, I hereby claim the world's record at hand-setting.

"The rules I would have you follow are:

"Have a witness.
"Use average copy.
"Keep accurate time to second.
"Leave out all slugs and headings.
"Use only 10-point type.
"Work only eight hours.
"Swear to same with witnesses.

Signed,
E. O. DAVIDSON.

"Sworn to and subscribed before me this eleventh day of August, 1925.

"C. H. MCCARTNEY,
Notary Public.

"Attest: Jerald W. Farr."

THIS statement was issued more than a year ago, and no one has claimed to be able to compete with Mr. Davidson as a hand compositor. Therefore Mr. Davidson claims he is the fastest hand compositor in the world: If any printer anywhere thinks he can equal or beat this record, Mr. Davidson says he will be pleased to hear from such printer.

Many letters have been received by Mr. Davidson from printers all over the country congratulating him on his record. In the country printing office, from three to four columns of 10-point type set solid has been regarded as a good day's work, they say. Mr. Davidson's record is approximately double this.

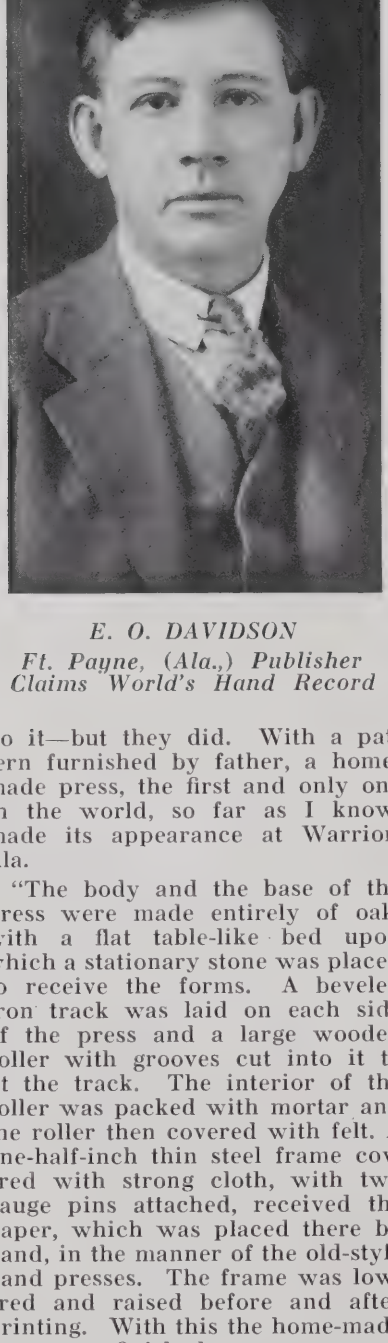
He has been offered excellent positions as compositor, salesman for printer's supply houses, etc. But he prefers to remain in the field where he was raised—that of printer-editor in a small town. And, he is making about as much clear money as any printer in the entire country; much more than many, he believes.

In 1907 the Walker County *News*, then published at Jasper, Ala., contained a story about Mr. Davidson in which it was stated he could set six columns of 10-point body type in nine hours. During his lifetime, Mr. Davidson claims to have set over 12,000 columns of type, or approximately 1,390,700 lines. If these lines were placed end for end they would reach about five and a half miles. Figuring 3,500 type to the column the number of type set by him would be 41,930,000. This is only body type. It does not include type set into ads and job work.

Hand-Built Press After a Fire, One of His Recollections

IN the year 1884, S. C. Davidson, father of E. O. Davidson, owned the Warrior *Index* and later the Warrior *Breeze*, at Warrior, Ala., a few miles out from Birmingham. It was on this newspaper that E. O. Davidson commenced work when only ten years of age. At 16 years of age he actually ran his father's newspaper and printing plant. About this time a fire destroyed the plant.

"We rented another building and managed to install an old style job press at small cost," said E. O. Davidson. "We had no news press. We called in some carpenters, telling them we wanted them to make a press to print the paper on. The carpenters were astonished at such a request. They said they couldn't



E. O. DAVIDSON
Ft. Payne, (Ala.,) Publisher Claims World's Hand Record

do it—but they did. With a pattern furnished by father, a home-made press, the first and only one in the world, so far as I know, made its appearance at Warrior, Ala.

"The body and the base of the press were made entirely of oak, with a flat table-like bed upon which a stationary stone was placed to receive the forms. A beveled iron track was laid on each side of the press and a large wooden roller with grooves cut into it to fit the track. The interior of the roller was packed with mortar and the roller then covered with felt. A one-half-inch thin steel frame covered with strong cloth, with two gauge pins attached, received the paper, which was placed there by hand, in the manner of the old-style hand presses. The frame was lowered and raised before and after printing. With this the home-made press was finished.

"A helper on the far side of the press used a hand roller to ink the type before each paper was printed. This home-made press made good coming and going. It was even faster and printed better than a regular press we had rented before the fire. The hand-made press would take two or four pages, and it was remarkable how fast we could print our newspaper on that press. We could turn out from 400 to 500 newspapers an hour, provided the helper would handle the inking of the forms and could get his head out of the way from under the frame in time, which often slammed down upon him.

Breeze Also Had Home-Made Paper Cutter in Those Days

"WE also made a home-made paper cutter. It was built of heavy oak, and in the form of an ordinary lever hand cutter. The timbers were bolted together and a real paper blade attached. It also worked to perfection.

"We added some more body type to the plant, and the Warrior *Breeze* ran on without missing a single edition. The paper lived through its ups and downs until 1905, when I left it and, father being a lawyer, his time was taken up in his law office in Birmingham.

"Those were the good old days. The newspapers throughout Alabama at that time had much to say about our home-made press at dear old Warrior. The last account I had of the plant was that it lay under the old Pearson commissary at Warrior, decayed and practically demolished. The village boys shot th type away in their sling-shots.

"I have two copies of the pape which I printed on the home-mad press, and needless to say, I priz them highly. They were printe in 1901."

Another Champion Now in the Making Down in Alabama

E. O. DAVIDSON has a son, Billy who inherits his father's lov for printing, and who has probabl also broken the world's record (un intentionally) as the youngest type setter. Just before his fifth birth day he crawled up to a case and se a number of words from his ow mind, and a number from adver tisements.

E. O. Davidson belongs to tha old school of printers, the equal o whom the world will never see o know again, I believe. The Linc type has long since written thei "t h i r t y." All honor to thei memory!

5 POINTS ON WHICH BIG BUYER TAKES SPACE

Mere Circulation Apparently Counts Only To a Restricted Extent With Advertisers

IN an article, "How du Pont Buys Newspaper Space," in *Printer's Ink*, William A. Hart, director of advertising of E. I. du Pont de Nemours & Co., says a number of things of interest to newspaper advertising departments and space salesmen. After a campaign is decided on, to develop a market, he says, "we study the local newspapers to decide which best suit our purpose.

"In selecting newspapers in such a campaign, five major considerations enter into our choice. Circulation is, of course, one of these. However, we want one which has both breadth and depth. Also, the daily with the largest circulation does not always have the largest circulation within that district. Consequently we analyze the circulation of the various newspapers and select that one which has the best distribution in that area.

"In one city this factor influenced us to choose an evening paper in preference to either of the two morning dailies with larger circulations.

"Also the newspaper selected carries the largest department and house furnishing store lineage which indicates a strong home circulation and influence.

THE treatment given national advertisers is another important factor. We do not expect any special favors from the periodicals which accept our copy, but we d expect that a publisher meet th implicit as well as the explicit term of an advertising order for space During the last several months w bought what should be dominan space in a certain paper. Our ad vertisements, however, were con sistently placed on pages given ove entirely to advertising and made u in such a hit-or-miss fashion as t detract considerably from the valu not only of our space but that o the other advertisements appearin on the page.

"Closely connected with this i *the growing objection of nationa as well as the better-informed loca advertisers to excessive use o heavy black borders, black signa ture cuts and illustrations, larg bold-faced type and other blotche of black.* Such advertisements giv the page a decidedly objectionable smeary appearance and practicall "kill" the surrounding advertise ments not prepared with the ide that copious use of black ink is th way to get and hold attention.

"We do not choose to have th readers' estimate of our produc cheapened by having our advertis ing appear on the same page o even in the same paper with ques tionable advertising of any nature

"The last but decidedly not th least factor entering into our choic of a newspaper is the merchandis ing service the paper is organize to render."

YOU'VE GOT TO DIG, DIG, DIG TO REACH NEWSPAPER PAY DIRT

"Top Soiler" Day Is Done

Must Know Exactly What You're Selling, Like Other Manufacturers

By I. R. PARSONS

I. R. PARSONS

Advertising Director, New York (N. Y.) Telegram

IN A newspaper we are manufacturing something to sell. We are seeking news, buying news, manufacturing news features, producing mechanically sheets of paper folded, and we are attempting to sell what we have manufactured.

We start first with several white sheets made of paper pulp. They are our counters, display cases and windows. On these white-sheet counters we display our wares which are news, editorials and features of all kinds and descriptions. Then we offer these wares to the public through our circulation department, and the public buys or does not buy, as the case may be, according to the way they look upon these wares.

If they do *buy*, they continue to do so only if we treat them well and serve them as they think they should be served.

You see, we newspaper men actually are in the manufacturing and retail business, whether we realize it or not.

But the sooner we do realize it the more successful we will be.

Some newspaper men (especially those of the editing staffs) still think of their jobs as a profession, or that their talents give them a place among the demi-gods. They still think they are "moulding public opinion", when, as a matter of fact, if any newspaper hopes to stay in existence for very long it must be very gracious about letting public opinion mould it.

A writer today is simply a producer of a part of a product — whether that product be a book, or a magazine, or a newspaper. He is an integral part, a vital part, of course; but he would not function at all were it not for the fact that the manufacturer of books, or of a magazine, or a newspaper had found ways to carry through the modern demands by the public regarding how a book, a magazine or a newspaper shall be manufactured and delivered and sold to them.

Now, All This Time, What's Happening?

BUT while this newspaper is being manufactured and its wares are being spread out upon its counters, what is happening in that part of the newspaper factory where its advertising space is supposed to be sold?

What is really known in the advertising department about the wares upon the counters of that newspaper? Of course, the advertising manager knows the circulation. Or "we printed so-and-so many lines of fish advertising last month and our nearest competitor lost the immense amount of twelve lines of that self-same fish advertising as against the same period last year."

But does that advertising manager know anything about the real wares of his newspaper? Does he know what the editorial policy stands for and, consequently, what kind of people it attracts? Does he know what its news-appeal is, and what it means? Does he know what kind of men or what kind of women read his newspaper, or where they live, or what stratum of life or society most of them are in?

Does he know what kind of goods his average reader might be interested in? Does he know what kind of a market exists in his city for each line of merchandise, each kind of product? Does he know how his newspaper covers or can reach this market for each line of merchandise and each kind of product? Does he know that his city and his newspaper would make a good market for a certain line of merchandise or a certain kind of product not yet

NEWSPAPER MEN WHO THINK THEY'RE DEMI-GODS ARE HAS-BEENS — Parsons

sold extensively enough in that territory? Does he know that it won't make a good market for another?

In fact, does he know anything whatever about his newspaper as a market vehicle, or his city, or even his neighborhood, as an outlet for any kind of goods whatsoever?

Generally he does not. He may sometime talk a lot of glittering generalities addressed to the blue sky, but pinned down in a meeting of executive heads of a good up-and-doing advertising agency or before the salesmanagers of a big enterprising manufacturer experienced in distribution, he wouldn't know what it was all about or that the meeting was over, as far as he was concerned, before it had been called to order.

The Business World demands that you show what you ask it to buy today. Pull it out, spread it out, tell all about it, hold nothing back.

What the Advertiser Really Wants to Know

NOW, let's see how we can present the wares of our newspaper to the advertiser, to give him the right idea of the elements of which our newspaper as an advertising medium is made.

First, we must know all the population and industrial and business and income statistics of our city and its surrounding territory. We should know this by geographical sections. We should know the number of frame buildings, brick buildings, detached dwellings, apartment houses and hotels in each section. We should know the rents paid in those buildings, the number of rooms in those apartments, the kind of dwellings, the general average incomes of those who live in them, the nationalities of the inhabitants of each section, the number of stores in each section, the kind of stores, grocery stores, drug stores, millinery shops, etc. We might show how our community stands in an industrial or business light by preparing a comparison of electrical service in kilowatt hours given by the public service corporation of our city, or by horse-power rendered in its industrial plants, or by juice bought this year and last year by our homes, hotels and apartments. In fact, we must know our market in all its general and specific characteristics.

Then comes our circulation figure. That, of course, is important,

YOU see, we newspaper men are in the manufacturing and retail business, whether we realize it or not.

BUT the sooner we realize it the more successful we'll be.

A Keynote in This Article

but only in relation to all these other things. Where does that circulation go? Is it near in or far out circulation, or both? Does it reach men or women, or both? What kind, where, how?

Then, when all this is done, and not until then, can a newspaper place its wares before the advertiser in the right way.

I have heard more newspaper solicitations than the average man, but I could write in one sentence of seventeen words, 99% of the solicitations I have ever heard. The seventeen words are these: "Our circulation is so-and-so. You ought to give us that ad that so-and-so is running."

Now, finding out what you have to sell in your newspaper is easy if you go about it in the right way. How many ever engage men capable of taking a circulation and market analysis and finding out just what it means?

You would be surprised to know how warmly I have been welcomed these last few months, among advertisers who are total strangers to me, when I have told them plainly that I had a circulation analysis and a recent New York Market analysis to show them.

However, I did not put a mass of figures before these advertisers, and let it go at that. I reduced these figures to conclusions and used similes whenever possible.

I think many pages of data that are now prepared by some newspapers are deadly masses of meaningless figures. They are meant to represent some advantage to the newspaper exhibiting them, of course—but after all, it looks to me as if much of these comparisons are made as a sop to the newspaper's vanity, and not for the simple purpose of dispensing information about the advertising value of that newspaper to the advertiser. Many data sheets, which are mailed to advertisers, are so ponderous that they are heeded very little.

MERCHANDISING a newspaper sometimes is thought to cover a merchandising service. So I wish to give you my opinion regarding some of the merchandising services that are being conducted by newspapers. Many of them, I think, are bunk. Most of the service consists of chasing a 10,000 line contract and when the prospective advertiser asks, "Well, what will you do for us?" we say, "Well, what do you want?" and then the advertiser says, "Climb a tree and sit on a tall limb for two months", we say, "all right, we'll do it for you".

We should not let some green canvasser rush out and make all sorts of extravagant promises to the dealer, in the name of the prospective advertiser, in order to get distribution, and then let the manufacturer work himself out of the hole.

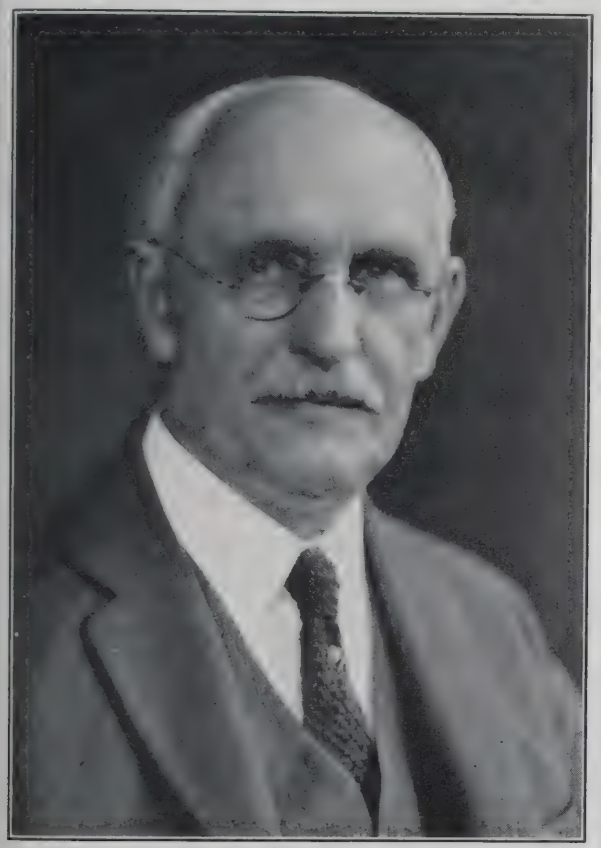
The manufacturer or advertiser often has a loose link in his selling plan, or in the way he goes about working out his plan in a locality. The loose link should be covered by the newspaper merchandising service, because properly strengthening that link will mean successful results from the advertising, while leaving it loose may mean lesser or no results at all. But if the newspaper merchandising service is merely another form of "free goods" it is a poor substitute for service—for free goods of that kind are generally worth very little or nothing at all, and some newspaper merchandise services are worse than nothing because they mislead the advertiser into the belief that all he has to do is dump a certain amount of money into some particular newspaper lineage and that newspaper will do all the rest of the work.

I do not think a merchandising service should attempt any straight selling, or any special canvassing. It should not attempt anything outside of co-operating directly with the manufacturer's salesmen or salesmanager. It should tell the manufacturer or advertiser just what his local possibilities are and how best to realize them. It should advise with him regarding his selling force, and his contacts. It might cover route lists and keep on tap general up-to-date information about these salesmen's routings, but it should not attempt to do the job for the manufacturer or advertiser, any more than it should discontinue the job once attempted when the advertiser signs a contract.

National
Send An Idea
PUBLISHER-PRINTER ROUND TABLE
Supervised by JOHN L. MEYER

"HE WAS INSPIRING, A REAL FRIEND"

Printing and Publishing Field so Writes Its "Thirty" Upon the Life of One Who Achieved : : and Understood!



† ROBERT WICKHAM NELSON †
September 20, 1851 : : July 28, 1926

MR. R. W. Nelson, president of the American Type Founders Company, who passed away unexpectedly and peacefully at his home in Westfield, N. J., July 3, was favorably known to every printer, publisher, business manager and other executive in the field—and more of them enjoyed personal acquaintance and friendship with Mr. Nelson than with any other power in the printing industry. He was affectionately called "Colonel," but he usually would meet the address—which seemed to epitomize his leadership—with a smiling question: "Why 'Colonel'?" Between him and the printer-journalist, especially the ones who have gone all through the mill, there was instantly established, on coming together—in his office, at conventions, latterly on the golf links—that enticing, genial degree of understanding which is based on mutuality of actual, practical experience. No one ever knew printing and publishing more directly and intimately than Mr. Nelson.

In a period when the field surely was nothing like it is today, back in 1877, when struggle (and sometimes tragedy) ensued in publishing and printing enterprise, as they never again can occur—for one fact, because Mr. Nelson lived—he entered the newspaper publishing and job printing business at Braidwood, Ill. Then was laid a foundation of contact and experience which has proved to be and shall prove to be of far, far more value to printers and publishers than, even, to the manufacturing and service "side" of the industry.

MR. NELSON, a great mind, had real experience and he knew how to use it. He knew how to use it not only according to the letter, but vitally in the spirit of the highest practical definition of Service. He was a man of size and radiance physically. He never seemed conscious of this. It counted. It added to the sense of stability and confidence which his presence inspired. The real foundation, of course, was his experience, beginning in a little shop in an Illinois town and closing as the head of the American Type Founders Company. A brief sketch of his activities between the beginning and the ending adds point after point to explain why Mr. Nelson was so practically effective.

After a couple of years at Braidwood he formed the partnership of Nelson, Ferriss & Co. and established the Joliet (Ill.) *Daily News* now the *Herald News*.

In 1881 Mr. Nelson established in Chicago a newsplate service, first known as Nelson's Ready Print. This attracted the attention of O. J. Smith, nationally known as Major Smith, proprietor of the Chicago *Express* with the result that Smith, Nelson and G. W. Cummings established the American Press Association. Mr. Nelson established personally branches of the American Press Association in twenty cities and began a wide acquaintance with the newspaper publishers and printers throughout the United States.

In 1886 Mr. Nelson became interested in the Thorne typesetting machine, of which he became sole owner. In 1894 he became associated with the American Type Founders Company, first as general manager and in 1901 as President. In 1900 Mr. Nelson organized the National Paper and Type Company, with branch houses in the principal cities of South and Central America, Mexico and the West Indies, for supplying printers and publishers of those countries with American manufactures.

Mr. Nelson gave his active support to many civic and edu-

AMERICAN TYPE FOUNDERS CO. HOME PLANT
This Is Located at Jersey City and, With the Kelly Plant, Represents the Very Latest in Such Buildings

cational undertakings, especially those for the advancement of the graphic arts.

Surviving of his immediate family are his widow, Emma S., and a son, Norman R., and four grandchildren.

FRANK B. BERRY

Elected President and General Manager of the American Type Founders Company, Aug. 25, Succeeding R. W. Nelson

THE NEW chief executive of the American Type Founders Co., Frank Belknap Berry, needs no introduction to the printing and publishing field. A prominent press association field manager said when informed by *"NPJ"* of the selection of Mr. Berry to succeed the late Mr. Nelson: "I think if Mr. Nelson had selected his own successor, he would without question have voted for Mr. Berry. The new chief is as popular in the field as he is among the A. T. F. manufacturing and sales organization—which is 'going some'. He is indeed 'the logical successor' for Mr. Nelson."

The action of the directors coming as the September *"NPJ"* was already going through, only a brief sketch of Mr. Berry is possible in this edition. Mr. Berry's printing career began in 1866, as "devil" in the Pittsfield (N. H.) *Suncock Valley Times* In 1878 Mr. Berry joined the J. B. Savage Printing House, Cleveland, O., and the following year joined a group forming the Cleveland Type Foundry, he becoming secretary and manager. The company became famous for bringing out new and striking type faces. The manufacture of a Gordon Press and other equipment was undertaken successfully. The company merged with the A. T. F. Co., in 1892. Later Mr. Berry became head of the Cincinnati Type Foundry and in 1903 manager of the Typographic Department at Jersey City.

Filling this position continuously, he also became a director and vice-president of the A. T. F. Co., and assisted Mr. Nelson intimately in the important affairs of the company. This brief sketch cannot give an adequate idea of Mr. Berry's exceptional experience, geniality of character and keen judgment—and, besides, he is exceedingly modest.—J. L. M.

MANY recall the panic days of 1877. Mr. Nelson, with the late James H. Ferriss, bought the Joliet plant for $225. Edward Keist, now of the Dallas (Tex.) *Times-Herald*, was the office devil. The price included good will, circulation (60 a week), hand press, two cases of type and some office furniture. The initial gross income was about $20 a week. The expenses were more than $20 a week. There was only $25 working capital. The man who financed this, and later the American Press Association from an original capital of $6,000 to $1,600,000, last year in a short time successfully carried out an expansion program for the American Type Founders Company involving $5,000,000. More than once Nelson and Ferriss worked 60 hours at a stretch in "the good old days." Some are yet alive who can tell of Mr. Nelson's almost uncanny sensing of small and large situations or conditions for the purpose of increasing circulation, advertising, job business. Everyone of today knows what he did for and through the American Type Founders Company.

"I feel the loss of a personal, real friend. His judgment and advice were inspiring." That is the "thirty" written after Mr. Nelson's name by hundreds these past few weeks. The future will write even far more than that of him!

—J. L. M.

MANUFACTURERS : SERVICE

PRESENT CUP TO MR. WESEL

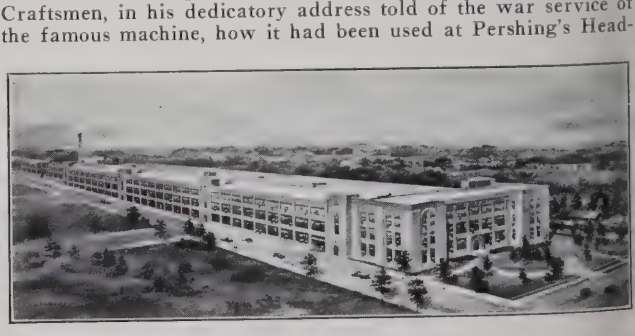
EMPLOYES OF F. WESEL MFG. CO., Brooklyn, on his birthday recently, presented him with a silver loving cup, bearing the inscription, "To F. Wesel as a Token of Appreciation of his Good Fellowship, from the Employes of the F. Wesel Mfg. Co., June 26, 1926." The presentation, perhaps the biggest surprise Mr. Wesel has ever had, was made at noon, in the plant, Mr. Wesel being called into one of the office rooms by an executive, as if on a business matter, and found facing him a great host of smiling employes. W. J. Adam, treasurer and general manager of the company, was master of ceremonies, and A. F. Hess, general sales manager, presented the token with a short address. Mr. Wesel responded feelingly, completely in the throes of surprise.

"COMPOSITORS ARE NOT SO DUMB"

THIS IS THE TITLE of a booklet by Ed. J. Nickerson, "Master Printer," Chicago, published by the Cheshire & Greenfield Mfg. Co., Milwaukee, in attractive color and illustration, and cleverly covering some points of interest to composing rooms and about the C. & G. Trimmiter. A partial list of users is included, in every state, and among newspapers and job plants. Here's a line: "It is surprising how many things we overlook in our business. We think we know all about it—until something like happens to show us we have just begun to learn." Isn't it so? Mr. Nickerson, a Chicago trade compositor and lockup for publishers, the author of the little treatise, is something of a modern philosopher, and tells his story well.

CRAFTSMEN HONOR PERSHING LINOTYPE

"IN THUS HONORING this Linotype we pay homage not only to the machine but to the important part that this great printing industry played in the winning of the World War," said Public Printer George H. Carter in accepting on behalf of the Government the memorial tablet placed upon the historic Pershing Linotype by the International Association of Printing House Craftsmen. George A. Faber, International President of the Craftsmen, in his dedicatory address told of the war service of the famous machine, how it had been used at Pershing's Head-

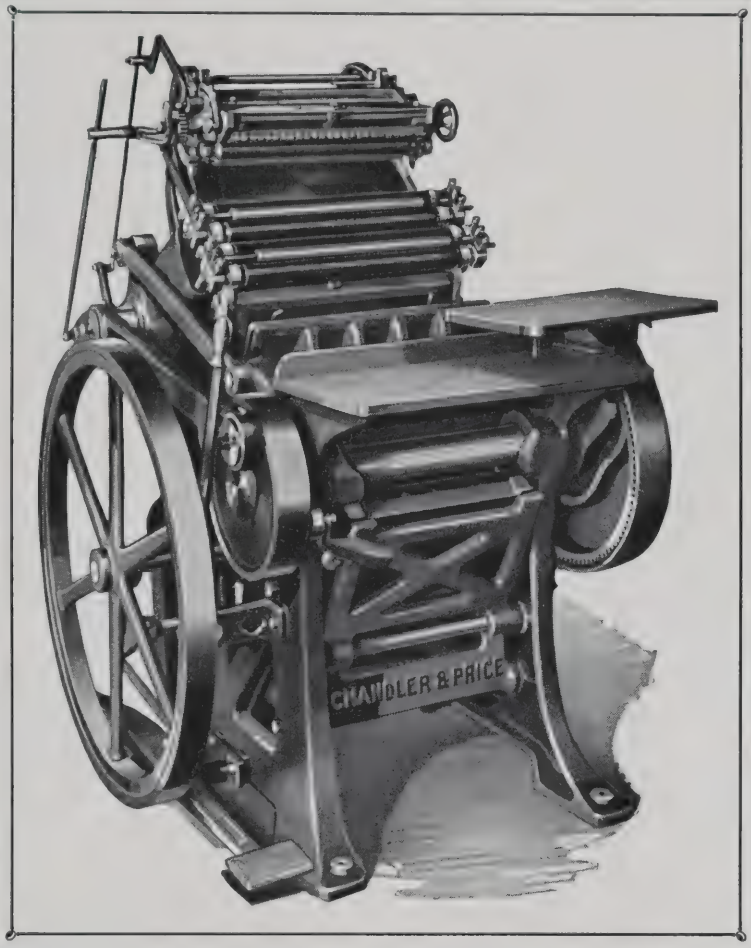


KELLY PLANT, AMERICAN TYPE FOUNDERS CO.

Late Birdseye of Enormous, Modern Building Where Widely Known Presses Are Constructed

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON	RICHMOND	CLEVELAND	DETROIT	KANSAS CITY	PORTLAND, ORE.
NEW YORK	BALTIMORE	CINCINNATI	ST. LOUIS	DENVER	LOS ANGELES
PHILADELPHIA	BUFFALO	ATLANTA	MILWAUKEE	SAN FRANCISCO	WINNIPEG
	PITTSBURGH	CHICAGO	MINNEAPOLIS	SPOKANE	

AMERICAN TYPE FOUNDERS COMPANY

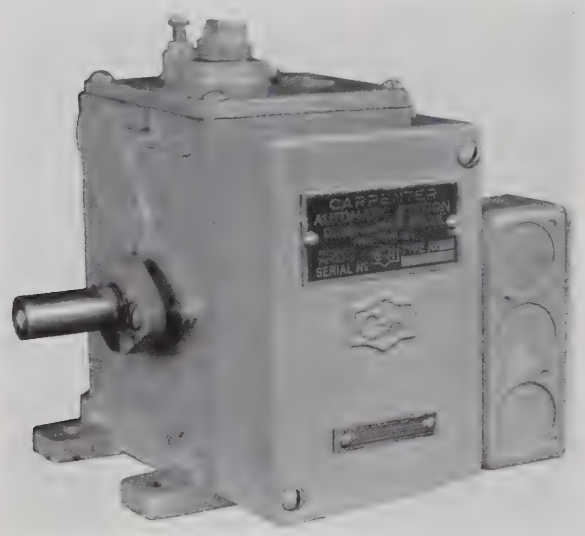
SET IN MEMBERS OF THE GARAMOND FAMILY ADAM ORNAMENTS NO. 1

"NPJ" ROUND TABLE
(CONTINUED)

quarters at Chaumont for the composition of the most important and confidential orders and communications of the G. H. Q., and for the propaganda material which, scattered over the enemy lines by airplane, played such an important part in undermining the morale of the opposing forces and thus bringing the war to a speedy close. When Pershing moved from Chaumont, the Linotype, with other printing equipment, was mounted on a truck train and formed a mobile printing plant which accompanied the General and his staff in all their movements. Following the war the Base Printing plant was broken up and this Linotype was brought back to occupy a place of honor in the Government Printing Office at Washington.

ACCELERATES AND BRAKES A. C. MOTORS

A New Device for automatically controlling the acceleration and braking of alternating-current motor driven equipment has been developed and placed on the market by the Cutler-Hammer Manufacturing Co., of Milwaukee and New York. It is called the "Carpenter Automatic Control Station," and has been extensively applied to cylinder, web and lithograph



CARPENTER AUTOMATIC CONTROL STATION
(Cutler-Hammer Mfg. Co., Milwaukee and New York)

presses and other printing equipment, although its field extends to numerous types of motor-driven machinery. The station is used in connection with the standard types of automatic push-button-operated magnetic controllers which are employed for the control of slip-ring motors, although it also can be used with controllers for squirrel-cage motors.

When the "run" button is depressed for starting the motor, the device functions to keep the external resistance in circuit (thereby limiting the current inrush) until the motor has attained 40 per cent of normal running speed, at which time it automatically opens the torque switch, shunting out the external resistance, and closes the run switch for normal operation of the motor.

When the "stop" button is depressed the device functions to open the line switch, which opens the run switch through an interlock. At the same time it closes a reverse line magnetic switch with the external resistance in circuit, thus creating a field in direct opposition to direction of rotation, and exerting a braking effect equal to the rated torque of the motor. Just before the motor comes to dead rest the reverse switch circuit is opened, thus compensating for the switch lag. The motor is stopped without any possibility of reversing or coasting.

Essentially, the Carpenter Automatic Station consists of an oil pump which operates a contact-making device. The range of machine speeds for which the pump is regularly furnished is 60 to 300 RPM, although it can be adapted for speeds up to 1800 RPM or even higher.

The Carpenter Automatic Control Station also can be used to perform other functions in connection with auxiliary attachments, such as operating gas valves, unloading devices on air compressors, etc.

PRINTING PROGRESS AN ACHIEVEMENT

Jay F. O'Donnell, Miller Saw Trimmer Co., in an address to students and faculty of the U. T. A. School of Printing: "It is unnecessary to parade all the faults of the printing industry that have gone before. The wonder is, that men who are engaged in the great industry that has done more for civilization than any other agency in the history of the world, could have been so narrow-minded. Therefore, when the industrial educational movement came into being, when schools like the United Typothetae of America School of Printing and other nationally known institutions of this kind were established, the master minds of the industry quickly grasped the opportunity to take hold and push. That has resulted in more good than anything that has ever pervaded our art. You notice I refer to our industry as an art. Truly, it is an art, and a science as well, because in the history of mankind it has leavened and levelled all opposition to progress. It has opened the barrier to learning, to knowledge, to advancement, to industry of every kind and nature. I refer to this, because I want to bring home to you students a thorough appreciation of the business you are following, of the opportunity that is yours. What university or seat of learning could you attend that would give you as broad and diversified an education as the printing industry?"

NEW PRESSES IN NEWSPAPER FIELD

Goss Presses have recently been installed in the Denver (Colo.) *Post,* high-speed straight-line octuple; Dayton (O.) *Journal-Herald,* high speed low-construction octuple; Racine (Wis.) *Times-Call,* low-construction sextuple; Los Angeles (Cal.) *Record,* four low-construction high speed units and color unit; Cincinnati (O.) *Enquirer,* final shipment of sixteen high-speed low-construction units and five pairs folders; Portland (Ind.) *Sun,* Comet flat-bed web perfecting; Phillips & Van Orden, San Francisco, 96-page magazine press, and Buffalo (N. Y.) *Times,* sixteen high-speed low-construction units and five pairs folders.

OPENS SALES OFFICE IN PHILADELPHIA

The West Virginia Pulp & Paper Co., has opened its own sales office in the *Public Ledger* Building, Sixth and Chestnut streets, Philadelphia, Pa. under the management of George M. Howarth, for direct service to the trade and the stocking of Westvaco Mill Brand papers. Former distributing arrangements have been discontinued.

REPLACES TWO OLD LUDLOWS

The Pontiac (Mich.) *Daily Press,* after using two Ludlows for over eight years, has replaced them with two new Ludlows equipped with latest improvements, including an electric crucible and water cooled mold.

REASONS WHY, BY CHAMPION MILLS

An Interesting series of "Reasons Why" is being issued by the Champion Coated Paper Co., Hamilton, O., which strikingly describe the advantages enjoyed by the Champion Mills in manufacturing. A recent issue offers a free booklet 32 pages, entitled "The Foundation of Quality."

INVENTORS OF THE MONOTYPE

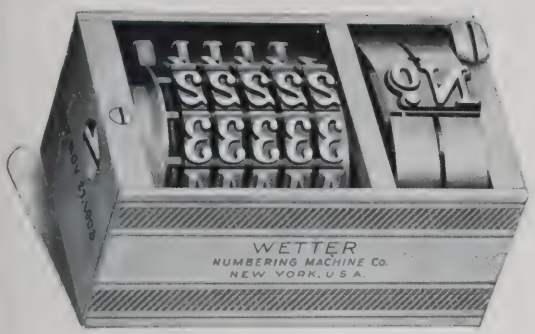
Recent Publications of the Lanston Monotype composing machines tell of the inventor of the original device. He was Tolbert Lanston, a native of Ohio, and soldier in the Civil war. He was 21 at the close of that war, became an employe of the Pension Bureau, studied law and later practiced. Meanwhile his natural inventive leanings resulted in a mail bag lock, hydraulic dumb waiter and an adding machine. Then followed the ideas and activities which have became the present-day Lanston Monotype. Other names associated with the earlier days of the Monotype are: J. Maury Dove, president of the company who died several years ago; J. Sellers Bancroft, who largely created the machine as it exists today, and Linn Boyd Benton, inventor of the punch cutting feature. Lanston got his first patent in 1887.

N : E : W : S

G. A. LUDWIG, Friday Harbor (Wash.) Journal—"I have intended for some time to write you to start a movement to have the ink manufacturers adopt a more modern container than the old tin can which they have used for fifty years or more. The canners and makers of toilet preparations have used glass and crockery screw tops for many years, but the ink men still cling to the tin can with a cover you have to pry off; and you can't ever put it on again. The tube method is no better. When the cap is once off the air forms a skin that prevents getting the ink properly through the hole. It means

WILL MAKE MONEY FOR YOU: WETTER

Do You Want a Numbering Machine

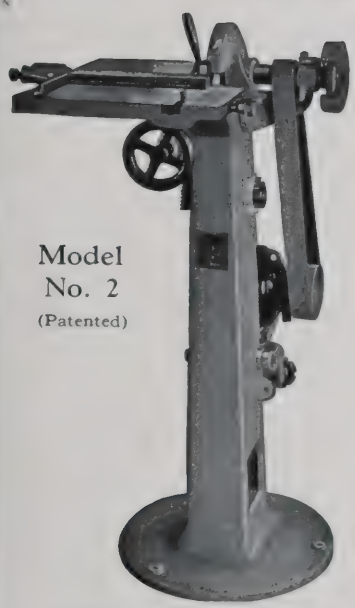


No. 12356

that has a Low Plunger;
that will give good service;
that can be depended upon;
that has a Drop Cipher that will always print plainly, even on hard bond paper;
that has a Hold-Down Screw adjustable so that one number can be printed any number of times;
that has a Wheel Shaft that screws in—easy to remove or insert when re-assembling;
that is made of Steel:
If so, Buy the

Boston Model

ALL DEALERS **Wetter Numbering Machine Co.** Atlantic Ave. and Logan St. Brooklyn, N.Y., U.S.A.



Model No. 2 (Patented)

MORE THAN A SAW—Saws, miters, routs high slugs, makes imperfect display slugs ready to print, undercuts, mortises—it's SAFE and *lower priced*.

I'ts the little leaks that reduce profits

Only a small part of the selling price is profit. Don't reduce this narrow margin by unnecessary small wastes in production—waiting time at the saw—press time—lockup time—O. K. time—each small in itself perhaps, but large in the aggregate.

Every one is on the lookout for the big leaks—C. & G. Trimmiter stops the little ones—*where your profit goes.* And it won't come back.

ASK US TO TELL YOU MORE ABOUT THIS TIME AND MONEY SAVER

Cheshire & Greenfield Mfg. Co.

182-184 Huron Street [*Designer and Maker*] Milwaukee, Wisconsin

Your Dollars! are they working all the time?

Millions of dollars in the aggregate, are tied up in standing forms. How much of *your* money goes to make up this total, and unnecessarily so.

If you have a standard job press, you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

It's so easy to make your own Certified stereotypes.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can "prove" the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon and we will start sample and particulars on the way to you at once.

Certified Dry Mat Corporation

338 Madison Ave., New York, N. Y.

for wet mat printing with DRY MAT facility — use Certifieds.

Made in U. S. A.

Certified Dry Mat Corp.,
338 Madison Ave., **Date**.....
New York, N. Y.

Gentlemen:

You may send us a sample of your Certified Printers' Mat, together with full particulars. There is no obligation on our part.

NAME.....

ADDRESS.....

By.....Title.....

"NPJ" ROUND TABLE
(CONTINUED)

opening the tail end, then you have ink skin on both ends. At least a half of the ink is often wasted. I have been using ink for fifty years and have been patiently waiting for some improvement."

NEW NEWSPAPERS, OFFICES, PLANTS

Carbon Hill (Ala.) News.
Arkansas City (Ark.) Star.
Bentonville (Ark.) County Herald.
Alhambra (Calif.) Granada Park Pioneer.
Azusa (Calif.) Herald.
Carmel (Calif.) Cymbal.
Los Angeles (Calif.) South Side Journal.
Manassa (Colo.) Star.
Riley (Ind.) Journal.
Hoisington (Kans.) News—H. H. Keener and H. H. Smith.
Vergas (Minn.) Graphic.
Pelham (N. Y.) News.
Harlingen (Tex.) Valley Daily Globe.
Palestine (Tex.) Press.
Turkey (Tex.) Enterprise.
Norton (Va.) Digest.
Smithfield (Utah) Sentinel—John W. Harry.
South Bellingham (Wash.) Pilot—Clarence Martin, owner.

HARRY'S TENTH DEVELOPMENT EDITION

Two Hundred and Fifty pages and cover was the size of Harry Hammond's tenth development edition of the Byron (Calif.) *Times*. It is safe to say there isn't anything else like it in the world among newspapers. Mr. Hammond publishes a weekly in a very small town. He was once a proof reader on a San Francisco daily. His weekly uses red ink every week on the cover. It is always playing up the unusual in unusual ways. Every few years he gets out a magazine-style development edition. It gets advertising from all over the state and Country. The edition is a valuable compendium on the part of California in which it issues, and in which Mr. Hammond has a wonderful home and farm. Mr. Hammond recently wrote this editor: "Two years ago *'NPJ'* readers in the east wrote me for copies. It was a huge task answering nearly 200 letters in all. I can't do it this year. The price is $1, postage extra—to Chicago, 33 cents, to New York State, 38 cents."

REBUILDINGS; NEW HOMES; ADDITIONS

Martinez (Calif.) Standard—In new building.
Moorpark (Calif.) Enterprise—In new building.
Owensmouth (Calif.) Gazette—To build.
San Leandro (Calif.) Reporter—Building home.
Sierra Madre (Calif.) News—To build.
Watsonville (Calif.) Morning Register—To build.
Shannon (Ill.) Reporter—In new home.
Boswell (Ind.) Enterprise—In new home.
Alma (Mich.) Record—In new building.
Winsted (Minn.) Journal—In new home.
Guide Rock (Neb.) Signal—In new home.
Salamanca (N. Y.) Republican-Press—In new plant.
Washburn (N. D.) Leader—To build.
Canton (Ohio) News—To build.
Cushing (Okla.) Daily Citizen—In new home.
Ringling (Okla.) Eagle—In new building.
Corvallis (Ore.) Gazette-Times—To build.
Eugene (Ore.) Morning Register—In new home.
Edinburg Valley (Tex.) Review—To build.
Port Arthur (Tex.) News—To build.
Hoquiam (Wash.) Washingtonian—In new quarters.
Welch (W. Va.) Daily News—To build.
Milwaukee (Wis.) Herold—In new home.
Worland (Wyo.) Grit—To build.

CELEBRATES 105th NEWSPAPER BIRTHDAY

Notables in Government, business, banking, transportation, newspaperdom, and other avenues of activity contributed to the special edition of the Lyons (N. Y.) *Republican,* C. H. Betts, publisher, on July 30. Five 8-page sections comprised the edition, filled with interesting comment, congratulations and observations. Large and small half-tones of the writers appeared with the articles. Contributors included Andrew W. Mellon, secretary of the treasury of the United States; William Allen White, Emporia (Kans.) *Gazette;* Louis Wiley, New York *Times;* Harry S. New, postmaster general; David Jayne Hill, Frank E. Gannett, Martin H. Glynn, and many others. As this editor wrote Mr. Betts: "The Press may be misunderstood. It may grow sick with the utter lack of appreciation that it has to meet. But it can never utterly lose courage in the face of such examples as may be found in the Lyons *Republican.*"

YOUTHFUL EDITOR ISSUES A CHALLENGE

Don M. Lochner, the youthful editor and publisher of the Clermont (Fla.) Press, claims a unique distinction in his office, because of the youth of those engaged in putting out the paper,

"NPJ" ROUND TABLE
(CONTINUED)

and challenges any other publisher to come forth with a record that beats this:

Mr. Lochner, himself, will not be thirty-one years old till June; Henderson Pope, whom the office has developed from a shy, young fellow, better known as the "devil" into a pretty good printer, is now 16 years old and a senior in high school.

J. H. Johnson, the linotype operator, is only 29 years old and gained some of his experience as a printer while in France working on government forms.

George Winston, now in his 19th year, but with a background of experience in the best shops of Pittsfield, Mass., and a year in Orlando, does creditable work as a printer, make-up and ad man.

Thus, the publisher will put his paper and the product of his job department, against any shop of comparative equipment and size in the state or United States, and doubts if any other printing office in the country issues regularly a 12-page weekly paper and an abundance of commercial printing, which does not at least have one gray head to tell the boys how to do it.—*Florida Newspaper News.*

ASSOCIATION PROGRESS

Dates for Printers and Publishers

September

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS, 2-4, Montreal.
MISSOURI PRESS ASSOCIATION, 23-25, Cape Girardeau.
MONTANA PRESS ASSOCIATION, 13-14, Billings.
FINANCIAL ADVERTISERS' ASSOCIATION, 20-23, Detroit.
ADVERTISING SPECIALTY ASSOCIATION, 20-23, Hotel Sherman, Chicago, Ill.
GEORGIA PRESS ASSOCIATION, 20-22, Louisville.
TRI-STATE EDITORIAL ASSOCIATION, 23-25, Sioux City, Ia.
ILLINOS PRESS ASSOCATION, Sept. 30-Oct. 1, Campaign-Urbana.
GRAPHIC ARTS EXPOSITION, Sept. 5-17, 1927, New York City.

October

AUDIT BUREAU OF CIRCULATIONS, 19-22, Hotel LaSalle, Chicago.
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 19-22, Chicago.
AGRICULTURAL PUBLISHERS' ASSOCIATION, 19-22, Chicago.
INLAND DAILY PRESS ASSOCIATION, 19-22, Chicago.
INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION, 22-23, Detroit.
UNITED TYPOTHETAE OF AMERICA, Book Cadillac Hotel, 16-20, Detroit.
PACIFIC COAST ASSOCIATION OF DISPLAY MEN, 20-22, Seattle.
DIRECT MAIL ADVERTISING ASSOCIATION, 20-22, Detroit, Mich.
AMERICAN MANAGEMENT ASSOCIATION, 11-13, Cleveland.
EMPLOYING BOOKBINDERS OF AMERICA, 14-16, Statler Hotel, Detroit.

November

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, 8-10, French Lick Springs.

Newspaper Contests

NATIONAL EDITORIAL ASSOCIATION—Best Editorial, first to A. L. Moreau, Freehold, N. J.; second place to Rhinebeck (N. Y.) *Gazette,* Jacob H. Strong; third to Flemington (N. J.) *Hunterdon County Democrat,* D. H. Moreau; fourth to Fergus Falls (Minn.) *Tribune,* H. W. Wheelock. (*Inland Printer* Trophy.)

FRONT PAGE CONTEST: First to Northfield (Minn.) *News,* Herman Roe (*American Printer* Trophy); second to *Hunterdon County Democrat;* third to Bemidji (Minn.) *Sentinel,* H. Z. Mitchell.

ADVERTISING CONTEST: First to Kingfisher (Okla.) *Times,* C. E. Hubbard, (*Bonnet-Brown* Trophy); second to Newton (Mass.) *Graphic,* J. C. Brimblecom; third to Washburn (N. D.) *Leader,* John Satterlund.

Judges in the COMMUNITY SERVICE CONTEST have announced the following points of rating of the winners, according to the E. A. Bulletin:

Nebraska Signal, Geneva, Neb.

1. Promotion of the construction of Anniversary hall on the county fair grounds.
2. Successful support of two water bond issues essential to the city's progress.
3. Settlement of a central heating plant controversy with a utility company.

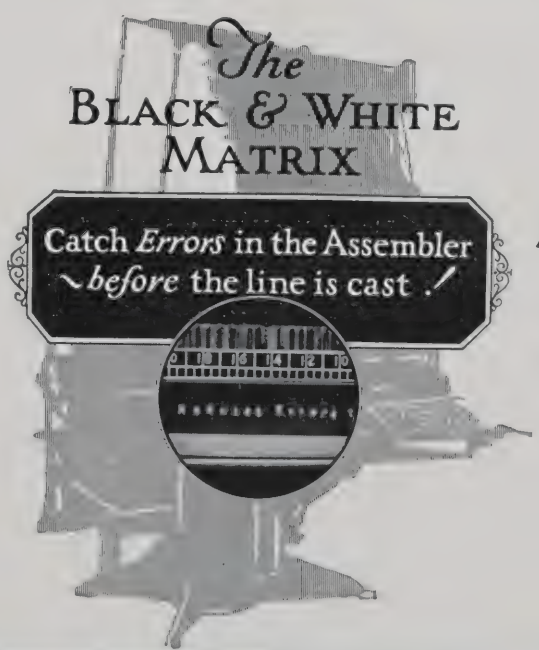
A Saving that is GUARANTEED

MANY methods and devices claim to save time, money and effort but few actually *guarantee* to save money right in your own plant on your own run of work.

We come into your plant; check your run-of-shop errors; give you these figures; process a portion of your equipment; then re-check errors. If we do not show a saving of at least 25% of machine composition errors, there is absolutely no obligation; if we do, why naturally you will want to install the process on your complete equipment. Could anything be fairer, safer, surer?

Why continue wasting money through the excessive cost of making and correcting machine composition errors when so simple and so safe a remedy as the Black & White Contrast Matrix exists. Let us come and prove-up in your plant. Write!

MATRIX CONTRAST CORP.
33 West 42nd Street New York



UPPER ROW (left to right)—Sam Haislet, Minnesota; O. W. Little, Kansas; Harry W. Porte, Utah; Len W. Feighner, Michigan; Ben H. Read, Southern California; Ole Buck, Nebraska : : LOWER: H. C. Hotaling, National Editorial Association; J. S. Hubbard, Missouri; Edwin A. Bemis (President), Colorado; E. F. Tucker, Iowa; Fred S. Kennedy, Washington; G. L. Caswell, Iowa.

AS "NPJ" was going to press for September, the year's most striking newspaper convention was going on at St. Paul, Minn.,—the fourth annual of the *National Association of State Press Field Managers.*

* * *

There were assembled the "key men" in American community newspaper enterprise for organization for the purposes of mutual education and progress. Herman Roe, president of the N. E. A., was a guest member of the convention. The editors of the leading trade papers sat in many of the sessions. The meetings went on daily for five days from 9 a. m. to 5:30 p. m., with a short luncheon between. Here was a *Round Table,* indeed. Then, the "year's wash" of the community newspaper field was laundered, hung on the line and ironed beautifully. And, progress was reported in worth-while detail. The above picture was taken at the only time possible, and unfortunately does not include all the members of this "major league", only "a nine" of them. They worked with coats off and sleeves rolled up. I have never, in 25 years and in many different kinds of association fields of American busineess and professions, seen such an earnest, consistent, persistent series of convention meetings.

* * *

Here the "real" came out, and it was faced and handled with a frankness which many a newspaper and printing association needs a whole lot of—and that very *spirit* of this group of paid field secretaries is, of course, bound to permeate the country and remedy not only newspaper problems but such lack of aggressive tackling of them as exists. That alone is a wonderful prospect! A great, crying need is, *actually and in fact,* being filled!—*J. L. M.*

4. Promotion of county farm bureau and agricultural extension work.
5. Promotion of county-wide movement for organizing farm women's clubs.
6. Aid to the Geneva Community Club in uniting town and rural interests.
7. Gaining unanimous support for community chest method of raising local funds.
8. Successful promotion of plan to extend city paving to the Meridian highway.
9. Successful promotion of project to pave road to State Training School for Girls.

Florence Herald, Florence, Ala.

1. Promotion of all beneficial local activities, such as Associated Charities.
2. Aid to local chamber of commerce in its annual membership campaigns.
3. Help in the development of Muscle Shoals power and factory facilities.
4. Frequent and regular analysis of Muscle Shoals congressional situation.
5. Development of the Tri-Cities-Muscle Shoals traffic bureau.
6. Support for all city improvements, such as paving, sewers, etc.
7. Aid in creating spirit of friendliness between city and rural people.
8. Aid in the construction of a much-needed high school building.
9. Promotion of community affairs in different parts of the county.
10. Community work by staff members acting as officers of civic organizations.

Farm News, Colorado Springs, Colo.

1. Offering of trophies for better agricultural products at El Paso county fair.
2. Offering of trophies for winners in local athletic contests.
3. Direct aid toward building up county rural schools, the best in Colorado.
4. Promotion of the dry-farming industry and importation of pure-bred live stock.
5. Promotion of better seed, tree-planting campaigns and goodwill excursions.
6. Dissemination of news and formulae in combating insect pests on farms.
7. Close co-operation with Colorado Agricultural college extension service.
8. Legislative crusade against reduction of agricultural college appropriations.

Ada Wekly News, Ada, Okla.

1. Fostering of the work of the farm women's, boys' and girls' clubs in county.
2. Special service in promoting land terracing, free fairs and demonstration work.
3. Successful efforts to induce readers to adopt better farm and home practices.
4. Maintenance of "Editor's Own Column," giving personal touch to service work.
5. Personal contact of editor with readers by frequent trips throughout county.
6. Successful advocacy of $425,000 county bond issue for good roads.
7. Successful advocacy of $175,000 bond issue for county court house and jail.

Cedar County News, Hartington, Neb.

1. Publication of a county school page as a definite aid to educational progress.
2. Campaign of education for better housing of county offices and county records.
3. Correction of unsanitary conditions and lax care of inmates of county farm.
4. Abolishment of the contract system for the care of poor and age of county.
5. Arrangement of a series of poultry demonstrations on various county farms.
6. Co-operation in forming the Northeast Nebraska Poultry Association.

Hudson News, Union City, N. J.

1. Successful move to consolidate West Hoboken and Union Hill into one large city.
2. Advocacy of a general merger of all North Jersey into a city of two millions.
3. Successful promotion of three bridges between New York and New Jersey.

The Rockaway Automatic Space Band Cleaner Is a Necessity in Every Composing Room

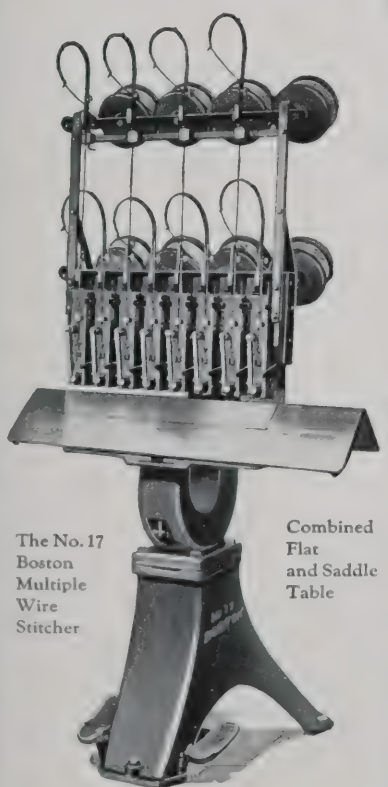
Partial List of Newspaper Users:

Cappers Weekly, Topeka, Kans.
Omaha News, Omaha, Nebr.
Birmingham News, Birmingham, Ala.
Minneapolis Tribune, Minneapolis, Minn.
St. Paul News, St. Paul, Minn.
Winchester Sun, Winchester, Ky.
Rochester Times Union, Rochester, N. Y.
Buffalo Times, Buffalo, N. Y.
Ft. Wayne Journal-Gazette, Ft. Wayne, Ind.
Gazette Times, Pittsburgh, Pa.
The Times Mirror Co., Los Angeles, Calif.
The Fond du Lac Commonwealth, Fond du Lac, Wis.
The Belleville News-Democrat, Belleville, Ill.
The Ft. Worth Star-Telegram, Ft. Worth Tex.
The Elmira Star-Gazette, Elmira, N. Y.
The Utica Observer Dispatch, Utica, N. Y.
The Peoria Journal Transcrip, Peoria, Ill.
The Times Herald, Dallas, Tex.
The New Orleans Times-Picayune, New Orleans, La
The Miami Herald, Miami, Fla.
The Schenectady Gazette, Schenectady, N. Y.
The Pittsburgh Press, Pittsburgh, Pa
The Wheeling Register, Wheeling, W. Va.
The Providence Journal, Providence, R. I.
The Jackson Daily News, Jackson, Miss.
Houston Post Dispatch, Houston, Tex.
Fond du Lac Reporter, Fond du Lac, Wis.
Oshkosh Northwestern, Oshkosh, Wis.

Give us a chance to prove our claims that we have a machine which by proper cleaning of space bands will save *you* money and help *you* produce better slugs. Our machine is in daily use in the largest newspaper plants in the world—proving its great worth as a time, labor and money saver.

Machine Sent on Ten Days' Trial

The Rockaway Company, 3508 Grand Ave., Milwaukee, Wis.



The No. 17 Boston Multiple Wire Stitcher

Combined Flat and Saddle Table

The BOSTON *Multiple Wire Stitcher No. 17*

MULTIPLE wire stitching shows a large saving over single-head work. The No. 17 Boston was designed for check book and pamphlet stitching and handles both classes efficiently and rapidly. Two to ten heads may be mounted on the 20-inch crosshead and instantly adjusted to the work.

Capacity is two sheets to one-fourth inch; speed, 200 stitches per minute for each head; one touch of the treadle operates all heads in unison. The standard equipment includes two heads, flat and saddle table, centering device for saddle work.

General Selling Agent

AMERICAN TYPE FOUNDERS COMPANY

Sold also by *Barnhart Brothers & Spindler*, all selling houses; in Mexico and South America by *National Paper and Type Company*; in Canada by *Sears Company Canada Limited*, Toronto-Montreal.

SET IN GOUDY CATALOGUE AND ITALIC TEAGUE BORDERS ADVERTISING BRACKETS

"NPJ" ROUND TABLE
(CONTINUED)

4. Construction of a bridge model on an automobile for touring northern New Jersey.

Hunterdon County Democrat, Flemington, N. J.

1. Establishment of independent standing, enabling paper to pursue free policy.
2. Help in electing officials who have made unusual record in public improvements.
3. Direct aid to schools, parent-teacher clubs, churches and civic organizations.
4. Aid in campaign to mark historical spots, as the grave of an old Indian chief.
5. Promotion of campaigns for building new roads and bridges in trade territory.
6. Giving farmers highly essential information, such as that on beetle quarantine.
7. Publication of summarized bank statements, to silence local "calamity howlers."

Quakertown Free Press, Quakertown, Pa.

1. Successful campaign for the construction of a $400,000 sewer in Quakertown.
2. Prevention of the location of a large state penitentiary in vicinity of city.
3. Promotion of Upper Bucks County Improvement association, a co-operative project.
4. Promotion of a project for constructing a $400,000 highway to the county seat.
5. Employment of the county farm agent to write special article every week.
6. Efforts in behalf of the National Editorial association stamped-envelope fight.

The Bonnet-Brown Corporation, Chicago, awarded its fine silver cup trophy to the Kingfisher *Times* on the basis of the following report of judges in the advertising progress contest:

"It is apparent from samples submitted in the contest, that during 1924 a change of ownership was made in this newspaper. From appearances, the original owner at the start of 1924, was not attempting to cultivate his advertising field—and was issuing a mediocre newspaper. The present owners apparently added to the equipment and intensely developed the field—which accounts in the judgement of your judges, for the larger percentage of gain shown in Advertising lineage.

"This paper submitted a large number of good samples, easy to judge—and the improvement of 1925 over 1924 was very marked!

"This paper is awarded first prize in the contest on points earned:

"Attractiveness of layout and illustrations	16
"Attractiveness of typography	18
"Attention-getting value of copy and its appeal	15
"Percentage of increase in Advertising lineage 1925 over 1924, shows 72 per cent	40
"Total Score	89 Points"

IDAHO EDITORIAL ASSOCIATION—W. Lloyd Adams, traveling greatest distance, Syms-York motor lunch kit. Make-up: First, two typographical numbering machines, Emmett *Index;* second, stationery, Salmon *Recorder;* third, books, Burley *Bulletin.* Homeliest man present, Joel L. Priest, $5. The prize for most constructive editorial will be awarded at the Boise meeting. The public health prize winner will then also be announced by the donor, David Burrell, commission of public welfare.

KENTUCKY PRESS CONTEST—Special award of $25 by U. S. Commissioner J. G. Rollins, for best report published of recent Kentucky Press Association convention: Shelbyville *Shelby News,* B. B. Cozine; second, *Rowan County News,* Jack Wilson.

Notes : : Educational

HEADS UP WASHINGTON U. SCHOOL

Matthew L. Spencer's resignation as director of University of Washington School of Journalism, Seattle, has been followed by the appointment of Leo A. Borah as acting director. Born in Iowa in 1889, Mr. Borah got his A. B. at Huron College, South Dakota in 1913 and traveled as a concert tenor for a time. He went into newspaper work in the middle west and after the war became teacher of news writing in Spokane high schools, while employed on dailies in that city. Mr. Borah took graduate work in Journalism at Minnesota U. in 1921, and in 1922 became instructor at Washington U. He has published "News Writing for High Schools," and a member of *Sigma Nu* and *Sigma Delta Chi.*

SAM HAISLET TALLIES FREE PUBLICITY

The New Field Secretary of the Minnesota Editorial Association has published the following: "Without spending a lot of time—and one doesn't have to spend much energy—I measured up the free publicity matter in a number of Minnesota exchanges coming to my desk the other day. I did not make a special effort, either. At a minimum charge of 30 cents an inch just a few Minnesota papers devoted $200 or more to a well-known creamery company, to certain automobile accessories, etc.,—all distinguished as feature reading matter, but in reality nothing more nor less than advertising. If these national concerns can get from $200 to 2,000 a week in free space in Minnesota papers, why should they spend any money with us for real advertising? You tell 'em, somebody, it's too deep for me."

SOMETHING TO GUARD AGAINST

The Colorado Editor (state association bulletin): "There seems to be some misunderstanding about the membership plan and the field pledge plan of the Association. One editor pledged, and paid ten dollars to the field work. He did not pay annual dues for membership and as a result he does not hold an active membership. He recently wrote and seemed much concerned to think after he had paid into the field plan that he was not in good standing in the association. There is merit to his complaint but it has been repeatedly explained that the field department was separate from the membership department. However, this point is worthy of discussion."

MORE STATE PRINTING IN OKLAHOMA

A Copy of All Ballots on initiated and referred questions, measures and constitutional amendments, together with an explanation of how to vote, will be published by the secretary of state in two newspapers in each county in Oklahoma, according to E. P. Martin, Miami, president of the Oklahoma Press Association. Payment is to be made by the state at legal rates. Authority for these publications was given in 1921. No publications have been made however, until this year when the president of the Oklahoma Press association, after instructions given at the state press meeting, appointed a committee to look into the matter.

KENTUCKY ASSOCIATION WINS AGAIN

The Adoption of a new report and publicity law by the general assembly of Kentucky has an interesting history. As soon as the bill was introduced B. B. Cozine, *Shelby News,* got into touch with publishers in each of the 119 counties in the state and had them ask their senator and representative to support it. The house passed the bill 81 to 1 and the senate 33 to 0. The act requires an itemized report from the following officials: county treasurer, sheriff, county board of education, graded school districts, collector and treasurer of each incorporated city or town. The law provides a penalty of not less than $50 or more than $500 for failure to publish the report, which shall

From The Iron Age, New York

THE LAST WORD

(Contributed by the Reader Service Department of the Iron Age Publishing Co.)

Note: Many IRON AGE subscribers have the paper forwarded to their vacation address.
Scene: Lake Peesaguttapercha, Maine. Two men in a rowboat. Both fishing and one reading The Iron Age.

FISHERMAN No. 1.: "Verily, this is the life. One four-pounder and my cup of happiness will be full to overflowing."

Fisherman No. 2.: "I see pig iron output fell off only 3.6 per cent in July. Pretty Good."

F. 1 gets a strike. Excitedly he begins to play the fish, registering tensely, "Look at him! A big fellow!"

F. 2.: "Well, well, well. Here's a surprise for you. They've made old Johnjones a vice-president. 'Bout time."

F. 1.: "Get the net! Get the net!"

F. 2.: "Hardly any change in prices. Things look pretty stable."

F. 1 is just two jumps ahead of apoplexy. The pickerel is making a game fight, but due to F. 2's absorption it might get away.

"GRAB THAT NET!"

But just as that moment F. 2 is concentrated on a little item about a new process. Then things begin to happen. F. 1, trembling with excitement, reels in fast, gets the fish over the side of the boat. Flop! goes the fish off the hook, and lands on the boat bottom.

F. 2, aroused at that by the commotion, takes in the scene with a single glance, and just as the fish is about to flip itself back into the lake he saves the day by hitting it on the head with *The Iron Age.*

All of which goes to show that you can never tell when a business paper will come in handy.

Ways and Means to New Accounts~ *and more profits*

Why not put on a special drive for new business? Here is a special line for a special purpose. It will make a refreshing change for your salesmen — will revive old customers, and start new ones.

To take the Goes Holiday Line to a new customer is like carrying glad news to a new friend—a good stepping stone to a long and happy relationship.

The book pictured here is a work of art and makes a splendid opener. It's 17⅝x11½ inches, and done in seven colors and black. It shows the complete line in full size and exact colors.

Let us send you a copy. No charge—we know you'll send us orders if you just show this book.

GOES LITHOGRAPHING CO.
41 East 61st Street, Chicago

Shows complete line in actual size and the exact colors.

Complete sample line in this Handsome Book—Free to responsible printers.

10 Holiday Letter Heads
26 Greeting Cards
12 Blotters
8 Calendar Pads

— All lithographed by the well known Goes Direct Process.

(3451)

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE
The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

Johnsonized

Bargains in modern high grade Cylinder Presses for job and book work as well as newspaper, thoroughly remanufactured and sold with complete equipment that is included with similar machines when new.

Huber Hodgman Two-revolution, bed 31x43, two page seven or eight column newspaper or up to 28x42 book, four form rollers, table distribution, trip, air springs, front printed side up delivery.

Huber-Hodgman Two-revolution, bed 46x56, four page seven or eight column newspaper, four form rollers, table distribution, trip, double air springs, combination front delivery, sheet and fly, block bearing bed motion, a modern machine for the finest class of printing.

Babcock Optimus Two-revolution, bed 34x47, four page six column 13 em or 7 column 12 or 12½ em, table distribution, four form rollers, trip, air springs, printed side up delivery, ball and socket bed motion.

Whitlock Two-revolution, bed 34x47, front fly delivery, four form rollers, trip, air springs, table distribution. Also a 27x40-two roller, and a 29x42-four roller.

Campbell Century Two-revolution, bed 26x35, two roller, table distribution, air springs, front fly delivery, Miehle style bed motion, a high grade speedy job machine.

Century Two-revolution, bed 43x56, four page seven or eight column, four form rollers, table distribution, front fly delivery, double air springs, trip.

Miehle Two-revolution, No. 1, bed 39x53, four page 7 col. 13 em or 8 col. 12 or 12½ em, four roller, table distribution, trip, air springs, combination sheet and fly delivery.

Miehle Two-revolution No. 2, four roller, bed 35x50, four page 6 col. 13 em or 7 col. 12 or 12½ em, front fly delivery, trip and air springs.

Miehle Two-revolution, No. 3½, three form rollers, bed 31x41, two page seven or eight column, book and job press, trip, air springs, convertible printed side up or down delivery.

Send for the complete list of Johnsonized Economical Machinery, for printer, binder and typesetter; and a very complete stock of all standard new machinery.

Morrison Perfection Wire Stitchers
Acme Staplers : Chandler & Price Cutters and Gordons.

C. I. Johnson Mfg. Co.

Independent Printers Supply House

48-50 East 3rd St. Saint Paul, Minn.

"NPJ" ROUND TABLE
(CONTINUED)

be published in solid eight point at the legal rate—50 cents per inch single column measure in weekly papers and $1.00 in daily papers. The legislation will mean from $600 to $900 of additional legal business each year to the smallest papers up to several thousands to the larger.

MANY HANDS MAKE LIGHT WORK

UNDER THIS HEADING Executive Secretary Hotaling of the National Editorial Association, is making an appeal to members to assist in the goal. "Two Thousand New Members" before the next annual convention. He is enclosing a pledge card, bearing a promise to get at least one new member in the next twelve months.

NORTH CAROLINA TO HAVE FIELD MAN

THE TAR BELL STATE press association after discussion at its recent annual instructed the executive committee to proceed with the establishment of a field manager's office and name an incumbent. Dues of 1 cent perhead circulation were adopted.

BUILDING UP THE N. E. A. IN '26-7

HIGH SPOTS from the program of President Herman Roe—publisher of the Northfield (Minn.) *News*—and his associates for the National Editorial Association are: 2,000 new members before May 1, 1927; the engagement of several part-time regional assistant secretaries; to formulate a plan for a $100,000 endowment fund; to continue the campaign against government stamped envelopes as handled detrimentally to the interests of printer-publishers; with the annual conference of field secretaries as a nucleus, to aim for a workable, brass-tacks, annual conference of state press association executives.

ADVERTISERS TAKE A FIRM STAND

HERE AND THERE a newspaper association has set up a definite position as to so-called "miscellaneous" advertising media—programs, catalogs, and whatnots. Some of the press associations have hestitated about this, fearing misunderstanding, and (many) others have simply neglected the subject. The Association of National Advertisers, consisting of the advertising managers of national *advertisers,* is circulating the following resolution which it has adopted:

WHEREAS, the Association of National Advertisers recognizes and commends the efforts being made by publishers of periodicals and newspapers to develop the publishing business on a basis of audited circulation and proved advertising value, to the end that the expenditures of advertisers may be profitable and contribute to the lowering of costs of distribution, and

WHEREAS, members of the Association of National Advertisers are constantly solicited to take advertising space in publications issued by trade or other organizations, associations, professional societies, or in special editions, catalogues, programs, or other media of uncontrolled circulation, whose primary purpose is to secure revenue to support the association, society, or organization responsible for such publications, and

WHEREAS, advertising in special editions, catalogues, programs, or other media issued by trade or other organizations not regularly engaged in the publishing business has proved to be of doubtful advertising value, and constitutes an unwarranted drain upon the resources of national advertisers, without adequate returns.

THEREFORE, be it RESOLVED, that the Association of National Advertisers in convention assembled at Cleveland, hio, this 28th day of May, hereby places itself on record as firmly opposed to advertising in such publications above mentioned as an economic waste and an unjustifiable charge against the cost of distribution, and

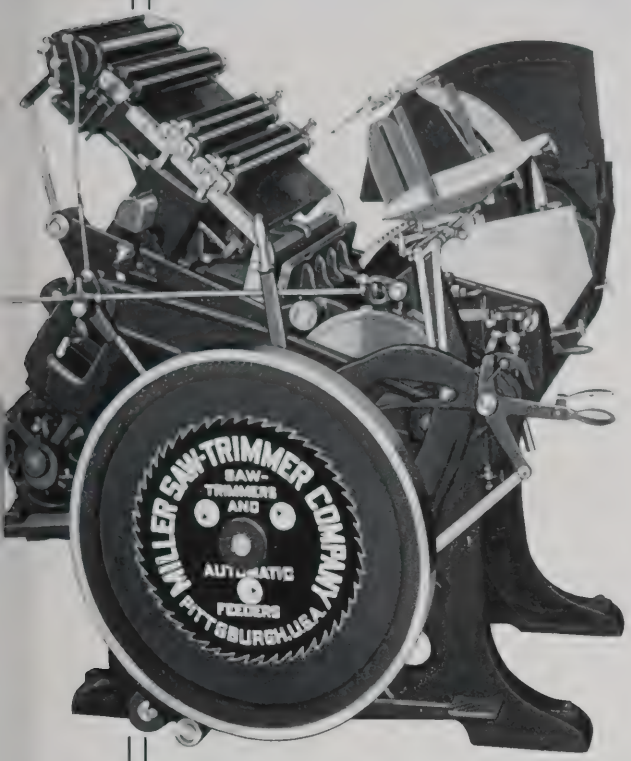
BE it further Resolved, that the Secretary of the Association of National Advertisers bring these resolutions to the attention of publishers of periodicals and newspapers of recognized standing with the request that they co-operate with the A. N. A. in discouraging such unsound and wasteful use of advertising appropriations.

Association Elections

NORTH CAROLINA PRESS ASSOCIATION—President, A. C. Honeycutt, Albermarle Stanley News-Herald; vice-president, A. L. Stockton, Greensboro News; secretary-treasurer, Miss Beatrice Cobb, Morganton News-Herald.

SOUTH CAROLINA PRESS ASSOCIATION—President, Robert Lathan, Charleston News-Courier; first vice-president, B. H. Peace, Greenville News; second vice-president, W. W. Harris, Clinton Chronicle; secretary, Harold C. Booker, Columbia; treasurer, August Kohn. Executive committee: J. L. Mims, Edgefield Chronicle; E. H. Aull, Newberry Herald and News; C. O. Hearon, Spartanburg Herald; J. W. Hamel, Kershaw Era; A. B. Jordam, Dillon Herald; S. L. Latimer, Jr., The State Columbia.

AMERICAN PHOTOENGRAVERS' ASSOCIATION—President, Charles A. Stinson, Gatchel & Manning, Inc., Philadelphia Pa.; first vice-president, Victor Hurst, Hurst Engraving Co., Rochester, N. Y.; second vice-president, M. C. Gosiger, Schultz-Gosiger Co., Cincinnati; secretary-treasurer, Oscar F. Kwett, Northern Engraving Co., Canton, O. Exeeutive committee: Adolph Schuetz, Stirling Engraving Company, New York City; Elmer Hill, Premier Engraving Company, St. Louis; E. W. Houser, Barnes-Crosby Company, Chicago; Haller C.



Miller Master-Speed Jobber

"The Printer's Greyhound"

What it will do for you:

Increase by 50% the average net production you are now obtaining from your automatically-fed platen presses—

Increase the scope of operation of your platens to include highest class halftone and color work heretofore impracticable, due to inadequate inking and impressional strength—

Reduce by 50% your cost per 1,000 impressions—with higher quality and increased scope of operation as an added business-building asset—

Write for the complete "Master-Speed Story"

MILLER SAW-TRIMMER COMPANY

PITTSBURGH, U. S. A.

Branches in All Principal Cities

A Good Book-News Black

Intensely Black
Free From Grit
Quick Setting

Will Not Fill Up Type or Cuts

28-lb. (Steel Bucket) 17c the pound
56-lb. (Steel Bucket) 16c the pound
F. O. B. Chicago

Packed in Steel Buckets Eliminating Leaky Packages and Waste.

"Give Your Publication A Chance"

DUNHAM-WATSON CO.

644 S. Clark Street — Chicago, Illinois

Manufacturers of Printing and Offset Inks

ATTENTION PUBLISHERS

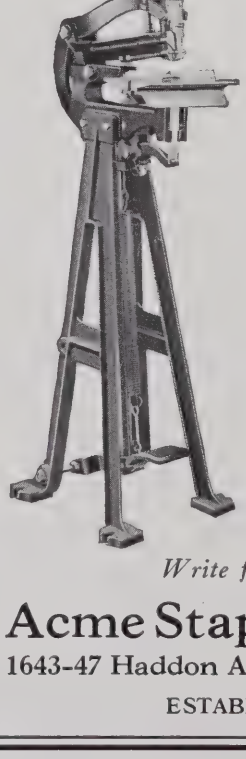
FOR SALE

STRAIGHTLINE QUADRUPLE WEB PATENT NEWSPAPER PERFECTING PRESS

Serial No. 332; with extra color cylinder and 2 extra color fountains, 9 type and 8 impression cylinders, 32-page capacity, 36 inch web, half page folder, Simplex drive self contained electric paper hoist; 4 to 32 pages, 8 cols., 12 ems, 22¼ inch column length. 1 Allis Chalmers D. C. motor, serial No. 2K3797-2, 30 H. P., 220 V., 115 Amps., 575 to 880 R. P. M.; with Sprague electric controller; push button stations; paper hoist motor, serial No. 205063E; manufactured by Goss Printing Press Co., Chicago, Illinois.

Installation of larger press necessitates selling this press. Address Harvey Habeck, Sentinel Company, Milwaukee, Wisconsin.

No Need to Look Farther for an Efficient Staple Binder



The ACME No. 6½ will meet all of your requirements

The Acme No. 6½ Staple Binder is the most compact, rigid and efficient binder for printers. It binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire.

The only adjustment necessary is for different degrees of work. A straight downward pedal stroke and a ten inch reach for the insertion of work. Equipped for flat and saddleback work.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894

"NPJ" ROUND TABLE
(CONTINUED)

Campbell, Western Engraving & Color Company, Seattle, Wash., and O. E. Rumpel, Detroit Color Type Company, Detroit, Mich.

VIRGINIA PRESS ASSOCIATION—President, Berrye Wall, Farmville Herald; secretary, W. E. Weymouth, Ashland Herald-Progress; treasurer, George O. Green, Clifton Forge Review.

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN—President, John J. Deviney, Washington, D. C.; first vice-president, A. E. Giegengack, New York, N. Y.; second vice-president, John J. White, Holyoke, Mass.; secretary, L. M. Augustine, Baltimore; treasurer, Harvey H. Weber, Buffalo, N. Y.

TENNESSEE PRESS ASSOCIATION—President, C. W. Rooks, Humboldt Courier-Chronicle; first vice-president, David Lynch, Winchester; second vice-president, Joe Holbrook; secretary, Hammond Fowler, Rockwood Times; treasurer, E. A. Andrews, Chattanooga.

INTERNATIONAL PRESS FOUNDATION—President, W. J. Smith, Waukegan (Ill.) Daily Sun; first vice-president, W. R. Holmes, Brigham City (Utah) Journal; second vice-president, C. K. Rand, Gulfport (Miss.) Gulf Coast Guide; treasurer, C. W. Rooks, Humboldt (Tenn.) Courier-Chronicle.

VENTURA COUNTY (CALIF.) PRESS ASSOCIATION—President, J. J. Krouse, Oxnard Courier; vice-president, R. E. Smith, Filmore Herald; secretary-treasurer, Leo Smith, Santa Paula Chronicle.

INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION—President, Charles Payne, Indianapolis (Ind.) Star; first vice-president, Harold Hough, Fort Worth (Tex.) Star-Telegram; second vice-president, J. M. Annenberg, Philadelphia (Pa.) Public Ledger; secretary-treasurer, Clarence Eyster, Peoria (Ill.) Evening Star; directors: Thomas J. Dowling, Cleveland (O.) Press; J. N. Eisenlord, Chicago (Ill.) Daily News; Royal Weiler, Allentown (Pa.) Call.

WYOMING PRESS ASSOCIATION—President, Ross L. Alcorn, Rawlins Republican; secretary-treasurer, L. L. Newton, Lander State Journal. Executive committee: Theodore Wanerus, Gillette News; Earl E. Hanway, Casper Tribune; P. O. Anderson, Basin Republican.

EAST TENNESSEE PRESS ASSOCIATION—President, T. F. Peck, Etowah Enterprise; Vice-president, Walter Franklin, Cleveland Herald; secretary-treasurer, H. O. Eckel, Sevier County Republican.

SELLING JOB WORK

BUSINESS CARD IDEAS CREATE JOB WORK

UNUSUAL BUSINESS CARDS which appeal to users of printing and legitimately sell some additional orders for the commercial printing department, are described in a recent issue of *Printers' Album,* Challenge Machinery Co.: One of these cards has a printed form on its reverse side, consisting of "Birthstones" for the twelve months of the year, and it is most appropriate for jewelers. Here is a new idea for a "Birthstone" business card: In addition to having the list of birthstones printed on the card, (size of card about 5¼ x 3¼ inches), have round holes die-cut around three margins of the card to indicate the standard sizes of finger rings. The person desiring to order a ring places the finger on which the ring is to go in the various round holes until the correct measurement is found. A card of this kind usually has nine holes of different circumference, each hole having a printed number from 3 to 11, which are jeweler's sizes.

For use of custom tailors, a business card may have printed on its reverse side a "What to Wear" chart. A business card for haberdashers may have a similar chart, but one based more on correct styles of haberdashery. A business card for hotels may have the "street list" of the city in which it is used printed on its back.

Folder-business cards are being used by many concerns. The size of the stock for one of these cards is 4¾ x 3¾ inches. This is scored the 3¾ inches way, and folded to make a printed business card size 3¾ x 2⅜ inches. On the "third page" of the folded card is printed a list of the firm's products, or any other advertising copy desired. The "second page" of the "folder," as well as the last "page," gives blank space for writing. It is a simple matter to tear off the business card proper.

Another type of business card has a scored end, and at the top of this is the printed line reading, "Subject of Call." On this stub the salesman or executive using the cards can write a brief message indicating the reason for his is to the office where a card is offered. The message will often be the means of gaining an important interview with one who would not be otherwise interested.

COST OF PRINTING TO THE USER

THE CUNEO PRESS, INC., Chicago, used the following in an especially fine piece of promotional work sent to buyers of printing, under the title "Color as Applied by Cuneo": "The difference betwen the success and failure of a Direct Mail Campaign lies, not in the cost of the printing, but the number and size of the orders the printed pieces bring in. The returns on good printing always yield an extra dividend that pays for the

In Sawing Odd-Measure Slugs in the Old Fashioned Way

the operator first makes the left-hand vise jaw and assembler adjustments at the Linotype

—which, besides taking time, involves the danger of ruined mold liners, tight lines, "squirts," etc.

Then the slugs, of various lengths, are taken to the floor saw

—with a good chance of lost time while men await their turn, and an ever-present danger of bleeding slugs.

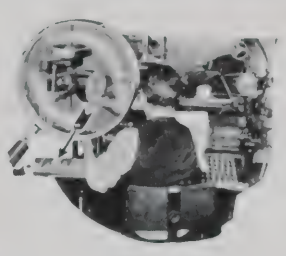
After which if everything has gone well, the slugs are ready for make-up.

A turn of the Dial Mohr Lino-Saw Does it.

TRADE MARK

It Makes a Difference Where And How Your Slugs are Sawed!

Write for Details



In Sawing Slugs the MOHR LINO-SAW way

the operator simply turns the dial to the size of slug desired

—the vise jaw and assembler adjustments are made automatically and with unfailing accuracy.

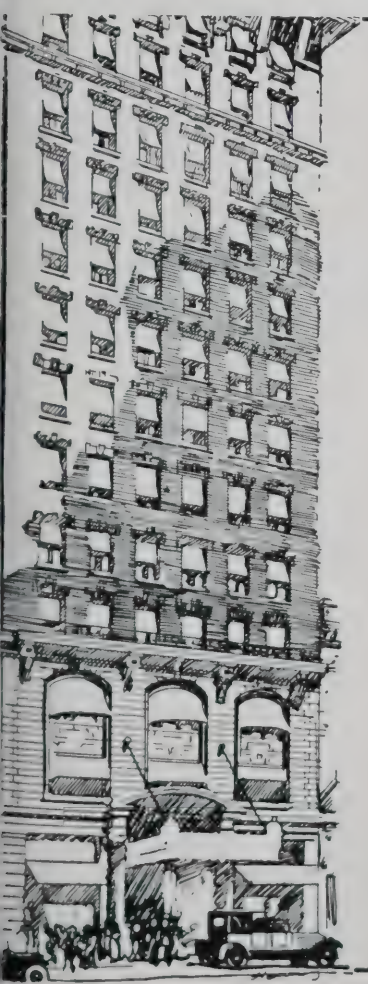
The slugs fall to the galley cleanly and accurately cut to size

—no heavy investment in mold liners, no ruined liners, no floor-saw delays

They go from typecasting machine to make-up without detours

—run-around matter actually being produced as quickly and cheaply as straight matter.

MOHR LINO-SAW COMPANY 564-572 W. Monroe St. Chicago, Illinois



Hotel Brevoort

Madison Street—East of La Salle
CHICAGO

In the Heart of Downtown Chicago

Here at this famous downtown hotel you can enjoy the fullest measure of comfort and convenience, amid cheerful surroundings, at moderate cost.

And in the Brevoort's Main Restaurant and the Old English Grill you will find a quality of food and service unsurpassed in all Chicago.

The Brevoort is convenient to principal stores, banks, theaters, office buildings and all classes of transportation.

Rooms with bath, $3.50 and up

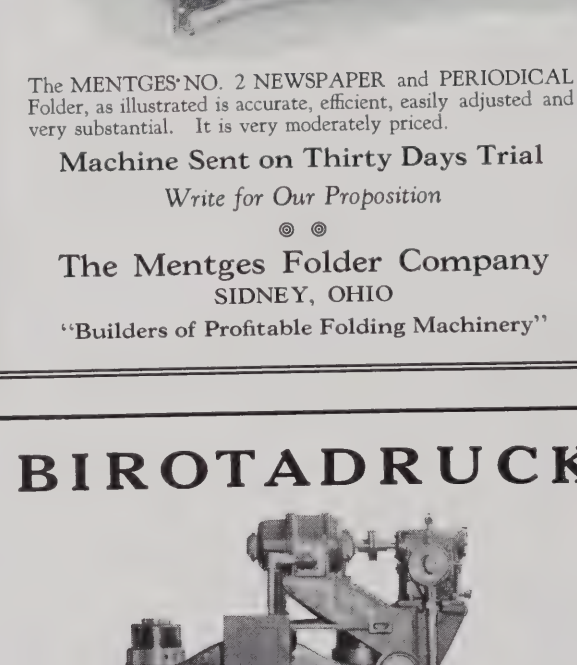
E. N. Mathews, *President* R. E. Kelliher, *Manager*

NEWSPAPER PLANTS

get efficient service from

Mentges No. 2 FOLDER

It is especially designed for newspaper and periodical work, representing a manufacturing ideal—*real folding machine service at minimum cost.*



The MENTGES NO. 2 NEWSPAPER and PERIODICAL Folder, as illustrated is accurate, efficient, easily adjusted and very substantial. It is very moderately priced.

Machine Sent on Thirty Days Trial

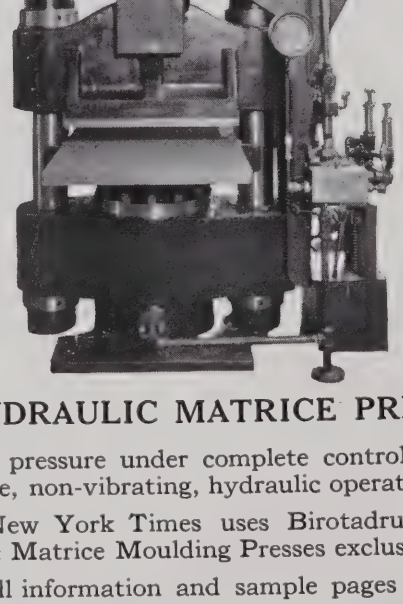
Write for Our Proposition

The Mentges Folder Company

SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.

120 West 42nd St. New York

"NPJ" ROUND TABLE
(CONTINUED)

added cost many times over. Successful advertising managers have long since learned that it pays to buy good printing."

A TIRE MAN HAS A TIP FOR PRINTERS

From Tires Magazine: "When a man comes up to our store who is, apparently, a new customer," said a tire dealer, "we always talk to him as though he had been in the store before. By doing this we flatter him if he has been in our establishment before and makes it more likely that he will become one of our regular patrons.

"But if the man says he hasn't been in the store before, it gives us the best sort of a chance for showing him around the place and giving him a friendly sales talk and lining him up as a regular patron."

WHERE TO LOOK FOR MORE JOB WORK

Charles Austin Bates, veteran advertising man, addressing the Graphic Arts Association at Philadelphia: "The volume of regular commercial printing, including catalogs, follows the trend of general business. Printers can have nothing to do with its increase or its decrease. *There is only one kind of printing, the volume of which can be indefinitely increased, and that is advertising-printing.* The printer, being the one most vitally interested, is the logical one to take the lead in the creation of this sort of business. That there are difficulties in the way, goes without saying, and *the greatest difficulty is that the average printer does not believe in advertising.* He does not believe in it for himself, and therefor cannot conscientiously or convincingly recommend it to his customers."

"Printers can learn to be journeymen advertising men with no more effort and in no longer time than it took them to become journeymen pressmen or compositors. Some, because of natural aptitude or greater industry, will become better advertising men than others, but they can all learn something and do something.

"An employing printer is seldom for very long his own pressman, or his own best typographer, but if he is to succeed as an employer he must have some fairly practical knowledge of press work and typography, and to succeed as an advertising printer he must have some knowledge of advertising in order that he may buy intelligently the special services in this line that his business requires. He must equip himself to offer constructive suggestions. He must at least study advertising enough to clear his mind of false ideas concerning it.

"If a printer wants to become an advertising man, let him begin by studying one business—no matter which. He will find a local dealer in shoes, or furniture, or jewelry ready enough to talk. Everybody likes to talk about his own business. Find out how shoes are bought and sold—why this particular dealer believes people should buy from him—what class of trade he wants. Put yourself mentally in his place as a seller."

GUARANTEED COST LIMIT PLAN

Promotional Matter to customers and prospects of the Colorado Springs (Colo.) *Democrat* Publishing Co., features "a third way to buy printing" in part as follows: "We have established a new basis of buying printing for the benefit of those who have not hitherto had business relations with us, and who are dissatisfied with results, following the usual customs. Under this method, we submit to the customer, after consultation with a proper understanding of his requirements, our proposal to furnish the work within a guaranteed cost limit.

"Two things are accomplished by this method. First, the customer is assured of getting the right kind of work, and, second, he knows, in advance, the maximum price which he will pay.

"We welcome the opportunity to tell you the details of this plan, which will be found both interesting and practicable."

PASSING THE BUCK TO "PRINTER-CATCHER"

The E. F. Schmidt Co., Milwaukee, used the following in a folder mailing card under the heading "Passing the Buck": The efficient executive depends on his subordinates for the execution of his orders. This is a legitimate way of 'passing the buck.' The busy customer who hasn't time even to make up his mind as to the form of printing which will best suit his needs is justified in 'passing the buck' to the printer. But the printer who is worth his salt welcomes the job. It puts him on his mettle to bring out the best of his intelligence and skill. On your next job of printing, pass the buck to Schmidt."

FOR SALE Complete Newspaper Plant ... of the ... Tampa Morning Telegraph

This plant had been operated only a few months when it was purchased by the Tampa Tribune. The equipment was installed less than a year ago and most of it was new. Will be sold complete or in separate lots.

Hoe Sextuple Press with complete Stereotype equipment for dry mats and electrical equipment for alternating current.
30 Hoe Steel Stereotype Chases
30 Goss Steel Form Tables
1 Goss Curved Routing Machine
1 Hoe Saw Table
1 Hoe Flat Casting Box
1 Metal Melting Furnace
1 Curtis Air Compressor
1 Monotype Type and Rule Caster with 5 Molds and 20 Fonts Display Mats. 10 Type Storage Cabinets with Boxes
1 Monotype Material Making Machine, 3 Molds, Units and 15 Material Mats
9 Model 8 Linotype Machines
3 Model 14 Linotype Machines
1 Model 22 Linotype Machine
1 Model 26 Linotype Machine
3 Stevenson Furniture Molds

Linotype matrices for 5½ and 6 point body, and 10 to 36 point Head Line and Display in Cheltenham, Century, etc.
2 Miller Universal Saw Trimmers
1 Wesel Electric Proof Press, bed 10 x 29
1 Wesel Self Inking Proof Press, 17x26
4 No. 12030 Hamilton Steel Newspaper Type Cabinets
2 Hamilton 12-ft Steel Makeup Tables
1 Hamilton 6-ft. Dump Table
1 Hamilton Steel 6-ft. Correcting Table
2 Hamilton Square Leg Imposing Tables with Marble Tops
1 Hamilton Steel Sort Cabinet No. 13440 with Sort Boxes
4 Type Case Racks with California Cases
291 Pressed Steel Galleys, one column

24 Pressed Steel Galleys 6¼ x 23½
12 Steel Mailing Galleys 8½ x 23½
50 Steel Galleys, 3½ x 23½
6 Brass Job Galleys, 12 x 18
7 Brass Job Galleys, 18 x 25
16 Paragon Brass Galleys
5 Six Col. Brass Galleys, 15 x 23½
1 Font Single Col. Cast Iron Newspaper Base
1 Font Double Col. Cast Iron Newspaper Base
Display Type in weight fonts: 48, 60, 72, 96, and 120 point—Cooper Bold, Cheltenham Bold, Cheltenham Bold Italic, Century Old Style, Century Old Style Bold, Railroad Gothic, Pabst Old Style, Goudy Hand Tooled Italic, Spaces, Quads, Per Cent Marks, Fractions, etc.

For Prices and Full Details, write or wire

200 Fifth Ave. **BAKER SALES COMPANY** **NEW YORK**

SURPLUS PRINTING EQUIPMENT :: :: ***"Used but Good"***

hat

Old-fashioned Stewing about Envelopes

That's what it was — stewing!
Either putting up with the same old cut-and-dried staples or if you get an inspiration for some effective novelty, then worrying out where to order it—its cost—would it come on time—would be right when it did come?
Western States has changed all that. Today over 20 million envelopes are in stock—for instant shipment. 600 styles of them. Every possible size, weight, shape and color—and on top of that, scores of fresh, bright characterful novelties and variations stocked, catalogued and priced *exactly as if they were staples.*
Get your idea—pick it out in the book—order—and it's on the way. None of that "special order" stewing that used to make you abandon your pet ideas.

Price List No. 28—complete—is free on request

The Western States Envelope Co. South Water *from* Clinton *to* Ferry Sts Milwaukee Wisconsin

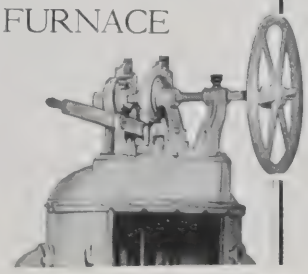
Every Newspaper Plant

can profitably install

Monarch Monometer

RE-MELTING FURNACE

THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas — eliminates harmful fumes—retains tin— and reduces dross to a minimum.



For safety, speed and economical operation use

The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM — CLINE WESTINGHOUSE

FOR SALE
20-Page Duplex Press

Single Deck-8 column-22¾" cut-off, now running, ready for immediate delivery.

Being replaced by a larger press.

Write for full particulars.

THOMAS W. HALL CO. Inc.

575 Washington St., New York

"NPJ" ROUND TABLE
(CONTINUED)

SELLING MORE COLORS IN JOBS

REMINDING ITS MEMBERS of the advantages of selling printing users two or more color jobs where one color has been used, the Washington (D. C.) Typothetae *Letter* points out this: "Time was when the *Saturday Evening Post* was a black and white publication. Last year they ran 2,240 pages in color, or 42 per cent of the space appeared in color. If the use of color pays national advertisers it will also pay your customers. Think this over and develop that mental alertness necessary to determine when to suggest to your customer that two or more colors be used. Your customer will be pleased with the results and your presses will not have so much idle time."

NEWSPAPER ADS MADE INTO CATALOG

WE HAVEN'T LEARNED the name of the printer who got up this idea, but a dry goods trade paper tells of the following plan of special interest to printer-publishers: "A catalog revised almost every day and mailed to interested customers almost as often, is, in effect, attained by a plan of Sanger Bros. department store, Dallas, Tex. Whenever Sanger's has illustrated advertisements inserted in the daily papers featuring certain shoes at certain prices or any other article of ready to wear, orders are given that 5,000 to 6,000 extra copies of the advertisements be run off the presses. The additional copies thus obtained are mailed to out-of-town customers who are known to buy frequently. In the meantime a number of the sheets are filed away and indexed. Each such mailing brings a number of orders through the mails and these orders are usually accompanied by a clipping showing specifically what pair of shoes or what garment is wanted."

ADVERTISING IDEAS

DO YOU KNOW COSTS TO SET, SELL?

A MEMBER OF the Association of Newspaper Advertising Executives writes: "Following is a very simple formula for determining the cost to manufacture, sell and handle a line of total advertising. It is so simple that you may question its reliability.

"Make a notation of the gross expense of publishing your newspaper, including all salaries, labor, materials, rent —everything. Subtract your circulation revenue. Divide the resulting figure by the number of lines, or inches, of total advertising carried. The result will be the cost to manufacture, sell and handle a line, or inch of total advertising.

"If you desire to check the accuracy of this formula, subtract the computed cost to manufacture, sell and handle a line or inch of total advertising from your average net rate per line or inch. Obviously, the difference will be the average profit per line or inch of advertising carried. Multiply this average profit per line by the number of lines (or inches) carried and check the result with the true amount of profit of the publication.

"Of course, this simple formula is open to discussion. For instance, federal income tax payments might, or might be included in the gross expense of the publication. We not even positive that the formula will work out with olute accuracy but the plan seems logical for a simple nula and any one in possession of the newspaper's conatial figures could determine whether or not it is a sound ry in actual practice.

"Obviously the formula could be applied to each division the advertising department—local display, national and sified—if the necessary figures are available for each rtment."

POSE AN ERROR GETS THROUGH?

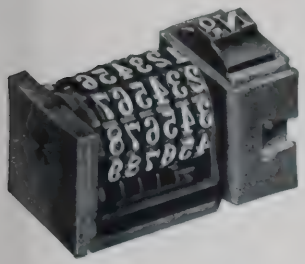
A PRESS ASSOCIATION bulletin carries the following pose your composing room makes a typographical error n advertisement, printing the price of an article at 25 instead of 95 cents. You immediately advise the adser of the error, afford him every assistance in explain- to his trade that it was a typographical error, run cord copy in the next edition of your paper without charge nevertheless the merchant prefers to sell a couple hun- of the articles at the 25 cent price. Then he sends a bill for the difference in price, something like $120.

Such experiences have caused many newspapers to in-

ASTONISHINGLY LOW PRICE

For This New American Numbering Machine

MODEL **64** THE **ALL STEEL** TYPE HIGH MACHINE



№ 123456
Fac-Simile Impression

Cold Rolled Steel Outside Case is an Exclusive Feature found only in American Stock Machines

Tool Steel Drop Ciphers

Solid One Piece Steel Plunger

GUARANTEED

Carried in Stock at all Branches of American Type Founders Co. and all Printers Supply Houses

$10.00
SIX WHEELS

AMERICAN NUMBERING MACHINE COMPANY
224 SHEPHERD AVE., B'KLYN, N. Y.
Branch: 123 W. Madison Street Chicago, Ill.

HOWARD LEDGER HOWARD ENVELOPES HOWARD LAID BOND

HOWARD BOND

WATERMARKED

"THE NATION'S BUSINESS PAPER"

Howard Bond is particularly adapted for letterheads, billheads, and all office forms. Its high quality combined with its moderate price makes it popular the country over.

Compare It! Tear It! Test It! And You Will Specify It!

New York Office
280 Broadway

Manufactured by
THE HOWARD PAPER CO.
URBANA, OHIO

Chicago Office
10 S. LaSalle St.

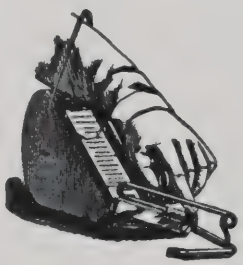
Steel Die Engraved

1927 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1926.

AMERICAN EMBOSSING CO.
192-96 Seneca Street BUFFALO, N. Y.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

M 24 with Autofede

SPEED!

Up to 4800 an Hour
3600 on Quality Work
With the

M-24

Amazing Profit Producing Job Press

Takes practically all work usually delegated to 10x15's and on many classes of work prints two colors at one impression. All operating adjustments instantly accessible. Write today for illustrated booklet describing the M-24 and Autofede.

LISENBY MFG. CO.

608 S. Dearborn St., Dept. D. **Chicago, Ill.**

A Press Proof from a Proof Press

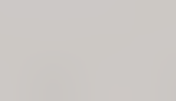
Vandercook Rigid Bed Composing Room Presses

"Used where quality and speed in taking proofs and limited edition work are most needed." This fact is most emphatically established by the list of users — we refer to the recognized leaders in the typographic arts.

VANDERCOOK & SONS

Originators of the Modern Proof Press

1716-22 W. Austin Avenue Chicago, Ill.



MEGILL'S GAUGE PINS

for Job Presses

Always uniform and dependable.

We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870

761 Atlantic Ave., Brooklyn, N. Y.

$1.80 doz.

NO MORE SHORT RUNS

You can reduce to a minimum the time ordinarily lost in cleaning the forms when you are using "dirty paper," or changing inks on color jobs.
Phenoid Type Cleaner cleans quickly and thoroughly, dries almost instantly, and leaves no grease.
It is harmless to wood, metal, or clothing. Does not irritate the skin.

CHALMERS CHEMICAL CO., 123 Chestnut St., Newark, N. J.

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

TRY—AT OUR RISK—Send for a quart can of Phenoid. When you have used it, pay us if you are satisfied. If not — send back the bill.

"NPJ" ROUND TABLE
(CONTINUED)

sert a clause similar to the following as one of the conditions to each retail contract accepted by the newspaper:

"This newspaper will not be responsible for purely typographical errors or misprints beyond cancellation of the charge for the space occupied by the item or department affected. A letter of explanation will be furnished when desired, for the benefit of the advertiser's customers."

CHECK UP ADVERTISING OF YOUR SHOE DEALERS!

A SURVEY by the National Shoe Retailers' Association, just completed, shows that the average local retail shoe store spent 2.9 per cent of net sales for advertising purposes in 1925, the same as in 1924, while rent increased 0.7 per cent, salaries and wages 1.1 per cent and miscellaneous expenses 0.7 per cent in 1925 over the previous year.

THE SURVEY does not show how much of the advertising expenditures were in local newspapers, but it is indicated that the shoe retailers are spending a goodly proportion in direct mail advertising.

DO THE shoe retailers in your locality spend 2.9 per cent of net sales in advertising, how much job work did you get, and what per cent do they actually spend in your newspaper? At any rate, the fact remains that shoe retailers have, the country over, found it satisfactory to spend 2.9 per cent of their net sales for advertising.

PRINTER:PUBLISHERS should establish relations with their advertisers and prospects, locally, which will enable them to bring out these facts, so that solicitations may be made in a businesslike way.

—J. L. M.

NEW INFORMATION; NEW AD POLICIES

FROM AN EASTERN dry goods trade paper: "As the result of a questionnaire mailed to charge account customers of The Kleinhans Co., Inc., retail men's and boys' clothing and furnishings, Buffalo, Benjamin H. Kostick, advertising manager, has revised the advertising policy of the store as applied to the various morning and afternoon newspapers in Buffalo. The store has discontinued the practice of using duplicate advertisements in each newspaper so that the price and quality appeals will be made to the class of readers each individual newspaper reaches.

"The questionnaire took the form of a government return postal card upon which customers were asked to indicate what morning, afternoon or Sunday newspapers they read. Customers also were asked whether or not they were influenced to buy clothing or furnishings as the result of the store's newspaper advertisements.

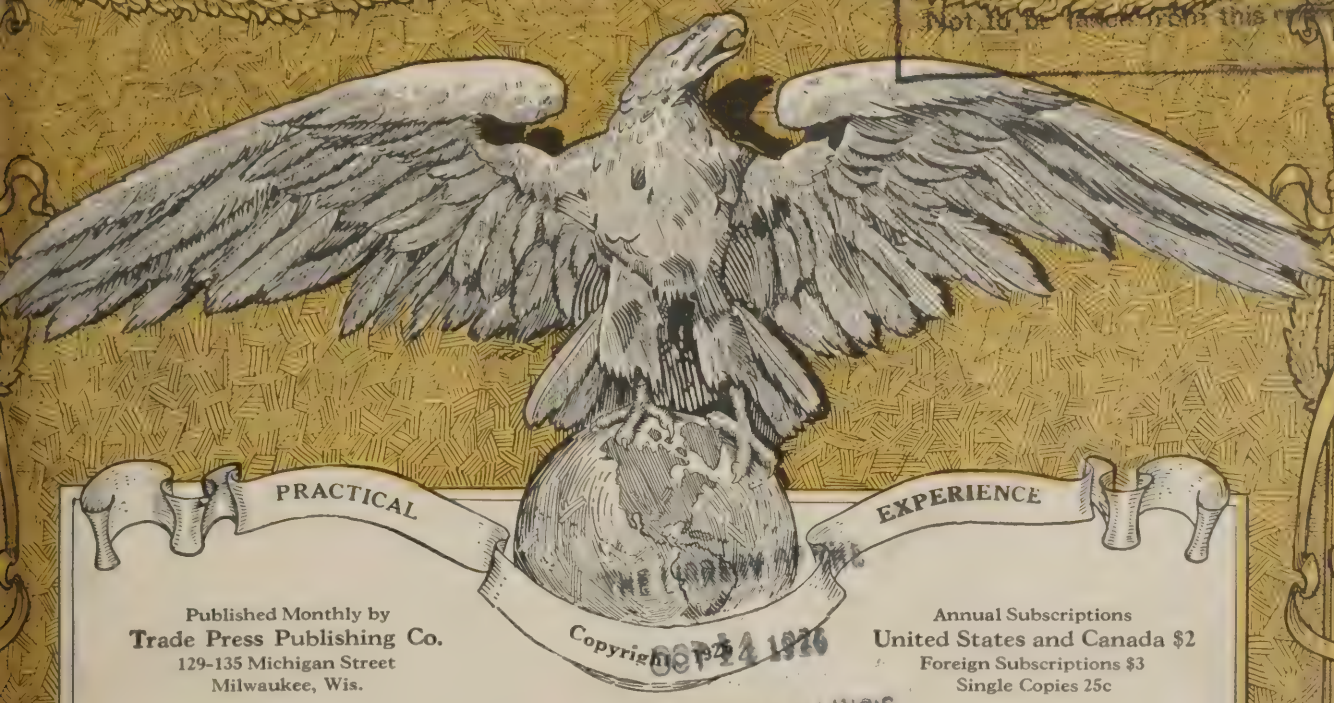
"Close to 80 per cent of the questionnaires were returned to the store. These were tabulated according to locations and checked against the history of the individual charge accounts showing the kind of merchandise the customers had purchased in the past and the density of circulation of the newspapers in different parts of the city.

"One afternoon newspaper is being used to reach customers who might be influenced to buy in the popular-priced basement section. Another paper is being used to appeal to those who might buy the higher priced hand-tailored garments selling up to $65 and $75. Another newspaper appeals to those who normally purchase $30 and $37.50 garments.

"In addition to the Buffalo newspapers, The Kleinhans Co. uses every spring and fall a series of advertisements in more than a score of weekly newspapers published in rural communities in western New York. A checkup of results from these advertisements in rural newspapers indicates The Kleinhans Co. has been getting a large volume of business from rural customers who will pay from $37.50 to $45 for their clothing."

NATIONAL PRINTER JOURNALIST

Not to be taken from this room



PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyrighted 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

UNIVERSITY OF ILLINOIS

WHY?

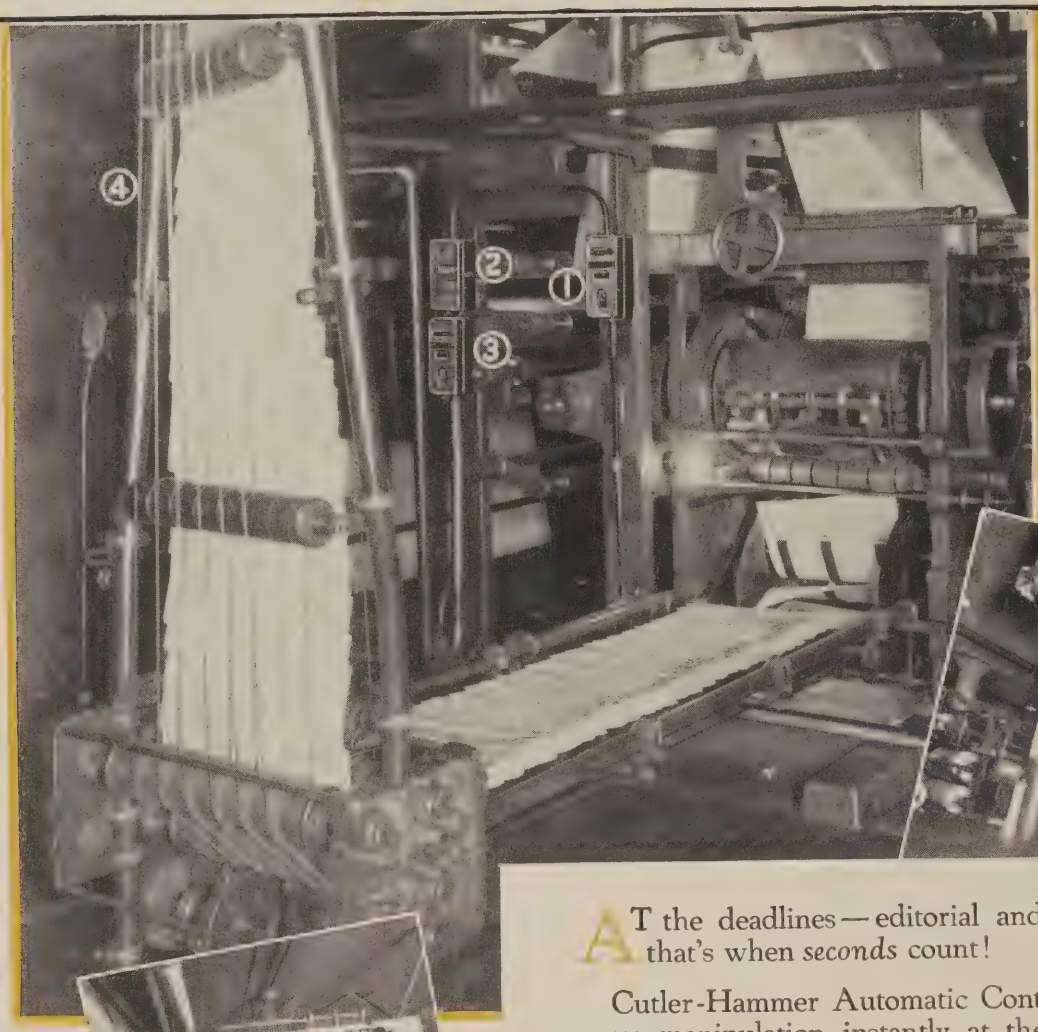
THE NEWSPAPER PROFESSION is one of the highest to which man can aspire. But why is it that a newspaper man will work his head off all week, gathering and writing news, reading proofs, soliciting ads, setting ads, reading ad proofs, making up the paper, and then print it in a manner almost unreadable, and pay no attention to the mailing.

—JOHN C. LOCHNER

October, 1926
Number 10 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

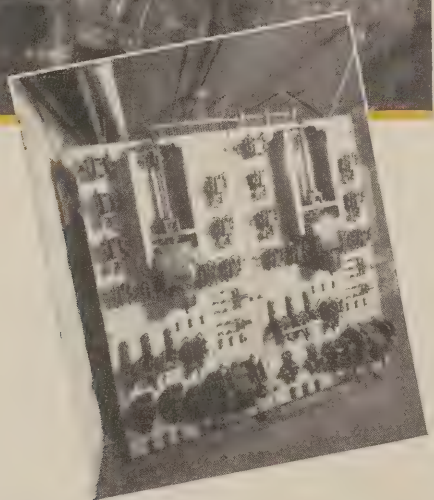
Putting life in the deadline!



Numbers [1] and [3] indicate the pushbutton stations and number [2] the transfer switch which put the entire manipulation of the presses in the plant of The News Leader, Richmond, Va., directly at the pressman's finger tips.

Number [4] shows the C-H Conveyor which carries the papers to the delivery and mailing tables. Completely eliminating delay between the presses and the street.

The small view below illustrates the ability of C-H Conveyors to carry the papers vertically, upside down, overhead, through spiral twists, both horizontal and vertical turns, through ceilings or walls, to wherever they're wanted.



The C-H Full Automatic Newspaper Control board used in the plant of the News Record, Richmond, Va. "The Safest System in the World" is also the most PROFITABLE.

Give YOUR pressroom "electrical brains" of speed and accuracy.

AT the deadlines — editorial and pressroom — that's when *seconds* count!

Cutler-Hammer Automatic Control puts every press manipulation instantly at the finger-tips of your pressmen for quick threading and make-ready, safe starting, maximum running speed and instantaneous braking.

Cutler-Hammer Newspaper Conveyors take the papers from the presses in a swift, steady stream, and lay them down in neat, *counted* piles on the delivery or mailing tables—as fast as the presses can deliver them.

Thus, C-H Equipment enables you to "get going" quicker, operate your presses at more efficient speeds, and *hit the street earlier.*

Newspaper plants small and large, around the world, are finding Cutler-Hammer Control and Conveyors *profitable.*

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1223 St. Paul Avenue
MILWAUKEE, WIS.

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Contro

NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN L. MEYER
Managing Editor
Associated Staff
GEO. A. JUST, C. H. DuCLOE
F. HILLERMAN
H. J. LARKIN, E. C. KRATSCH

Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg.
NEW YORK CITY—C. J. Nuttall, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg.
ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.
CINCINNATI—H. A. Braunstein, Provident Bldg.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., October, 1926 | No. 10

YOUR BUSINESS OWES YOU : : HOW MUCH?

Wisconsin Daily's Accounting System Solves This and Other Vital Problems

By C. F. KARSTAEDT

MR. J. GILLESPIE, district secretary of the United Typothetae of America, told me that the observation of the Typothetae, covering a long period in widely separated offices, shows that costs in various printing establishments varied as much as 50 per cent, while production per man in these same offices varied only 2 per cent. So there is, for practical purposes of accounting, no great difference to be reckoned with in the *production* of the various offices throughout the country. The problem is to find costs as they actually exist, in a particular plant.

Having found costs, the newspaper's personal problem is to see to it that its "sales force" goes out into its community and collects enough for the product to return these costs, with a fair margin of profit.

In the office of the Beloit *Daily News* we feel that we know to a certainty what our costs are; and, while conditions have sometimes interfered with our collecting what we know to be a fair rate, yet the fact remains that we know what we should get.

Prefers Accrual Method Over Cash Basis in Accounting

WE are using the accrual method of accounting entirely. The inadequacy of a cash basis of accounting is now generally recognized because the period in which cash is received is not necessarily the one which should receive credit for it.

Handling your books on this basis demands that you keep accurate acounts with your own business. Many concerns are very careful to keep their customers' accounts correctly and are even more careful to keep their creditors' accounts accurately. *Do you know what the business owes you* to a certainty?

This Article Points Out Paths Leading to Proper Returns for Newspaper Service and Job Work

AT THE beginning of 1917, like all other newspapers, when the excess profits tax law became effective, our original return was made up without knowing the full import of what this first return under the new law might later mean to us. Consequently we did not get credit for the total amount of invested capital to which, under the new law, we were entitled. We later discovered this mistake and rectified it, but we could not have done so had not our Business or Control accounts been kept accurately, and so as to reveal the information which we required. We received our $7,992 cash reimbursing us for over-assessment. Had not our accounts been in such shape that we could prove our case, we would not have received this refund.

Our system is very simple. We classify our *earnings* under Local Advertising less allowances, Classified Advertising less allowances, City Circulation Earnings and Country Circulation Earnings and Miscellaneous Revenues. In the job department Cash Sales of Stock, etc. and Commercial Printing.

Under *Expense* (Cost Accounts) we have, first, Editorial; second, Composing; third, Press and Stereotyping; fourth, Local Advertising; fifth, Classified Advertising; sixth, Foreign Advertising; seventh, City Circulation; eighth, Country Circulation and, ninth, Job Department Cost.

These accounts are all represented on our general ledger as Business (or Control) Accounts, as are likewise the Income Accounts.

Then we have two Overhead Expense accounts called Plant and Office Expense. However, these do not constitute the entire overhead expense because there is yet to be considered Bad Accounts, Federal Income Tax and Depreciation; also Interest, if any. We consider the Federal Income Tax as an overhead expense in our plant.

Departments Recognized by Symbols Throughout System

EACH departmental expense account has been given an alphabetical symbol and each account has been sub-divided, showing the detail in that particular division. For instance, "A" always signifies Editorial expense when we see it in our cash book; "B" Composing; "F" City Circulation and "G" Country Circulation, "H" Job Department, etc. Under Editorial expense we have no less than seven different divisions; A-1 being salaries, A-2 wire service, A-3 telephone and telegraph, A-4, correspondents;

HANDLING NEWS PRINT, DEPRECIATION & OTHER SIMILAR ITEMS, SIMPLIFIED

then, features, cuts, etc., auto expense, and miscellaneous. Others are:

Composing room headings (B-1, B-2, etc). are: Linotype composition; hand composition; other labor; repairs and supplies. Press and Stereo (C): Labor, paper, ink; repairs and supplies. Local Advertising (D): Salaries; mat service and express; miscellaneous. Classified Advertising (D-6, etc.): Salaries; promotion; miscellaneous. Foreign Advertising (E): Office salaries; special representative's salary; association dues, etc. City Circulation (F): Salaries; solicitation; carriers; auto expense; miscellaneous. Country Circulation (G): Salaries; solicitation; second class postage; rural carriers; mail room labor; mail room supplies; auto expense; miscellaneous. Now comes "Total Direct Newspaper Expense."

Job Department (H): Material; composition; press work; binder work; miscellaneous work; freight cartage & express; auto expense; superintendence; sales and promotion; general. Here is a total "Direct Job Expense".

Overhead, Office Expense (J): Janitor service; misc. supplies and repairs; rags, oils & grease; metal; insurance; taxes, except federal; rent; light and power; gas. Plant Expense (K): Management; clerks; stationery and supplies; postage; charity and public entertainment; telephone and telegraph; miscellaneous—producing "Total Overhead Expense, Direct."

Bad accounts written off; federal income tax; depreciation; interest; dividends paid, carrying out "Grand Total All Expense and Charges". The form here provides for "Grand Total Incomes", and then "Grand Total Expenses": finally, "Net Gain or Loss (a) Newspaper; (b) Job."

Under the "Data" columns below, are spaces for the following information: Total local display, inches; total foreign display, inches; total classified display, inches; total inches; total news, inches; percent advertising; per cent news; total publication days; total number of pages; average number copies printed daily; total number copies printed· average number pages per day; number copies paid city average; ditto, country; number free copies average; net gain paid; payroll cost per issue; paper and ink cost per issue; paper and ink cost per page; paper and ink cost per 1,000 copies; payroll cost per 1,000 copies; total cost per issue; total revenue per issue: total profit per issue.

Average rate per inch local display; ditto, foreign; ditto, classified; average rate per inch, all; net cost per inch; profit per inch; cost per inch composition only; cost per inch paper, ink and composition; total cost per page.

Average revenue per 1,000 circulation city; ditto, country; average earnings, same; gain city circulation; circulation department cost per new subscriber; gain country circulation; cost per new subscriber; percent profit to total earnings; per cent expense to total earnings; per-cent advertising payroll to advertising earnings; per cent advertising cost to advertising earnings.

Facts for Summary Come From Distributing Cash Book

IN order to get the information for this sheet, we use a distributing cash book. There are columns in the cash book corresponding with the expense accounts — editorial, composing, etc.—and the alphabetical symbol is printed at the top of each column. There is a column to the right of each cash-disbursed entry where the bookkeeper upon posting the cash disbursed items enters the symbol for that particular disbursement. For instance, if a check is written for wire service, upon posting this item in the cash book it is designated with the A-3 symbol.

The THINKER : : :

By Berton Braley

MIGHT of the roaring boiler,
Force of the engine's thrust,
Strength of the sweating toiler,
Greatly in these we trust.
But back of them stands the schemer,
The thinker who drives things through;
Back of the job—The dreamer
Who's making the dreams come true!

When pay-roll is written into the cash book it is divided according to the different symbols. For instance, that portion of pay-roll for Editorial Salaries is labeled A-1, Linotype Composition is labeled B-1, Local Advertising Department salaries is labeled D-1, City Circulation Department salaries is labeled F-1, and so on.

At the end of the month when the cash book has been written for the entire month, we take ordinary analysis paper—paper ruled up with columns—and we go through our cash book, checking out the items, recapitulating them under their various heads. We are then ready to assemble them on the recapitulation sheet.

Of course, before we close our cash book for the month, we are very careful to set up therein all of the accrued expenses for the month. If the month closes on a Wednesday and pay-roll is on Saturday, there would be three days' pay-roll accrued. We, therefore, set up in our cash book Accrued Pay-Roll and likewise distribute through our expense accounts the accrued pay-roll as such. Before closing the month, all of the accounts payable are distributed through the cash book and set up as accounts payable. We use our cash book also as a journal.

Before closing our cash book, we also accrue taxes and depreciation for the month. Proprietor's salary is another item which we accrue.

Right here it might be a good place to explain how we handle Accrued Taxes and Accrued Depreciation. Nineteen twenty-six taxes, both Federal and State, are payable in 1927. As soon as our books are closed for the year 1926, we can very quickly determine what our tax liability is for 1926. We then take 1/12 of this pre-determined figure and debit Plant Expense Account each month under the head J-6 for taxes and set up as Reserve for Taxes Account a corresponding amount. When the taxes are eventually paid they are charged against this Reserve for Taxes Account; likewise, with depreciation.

Your Depreciation for instance for the year 1926 would be figured on the equipment on hand as disclosed by your balance sheet as of December 31, 1926. We charge out as depreciation 1/12 of this sum and credit our Reserve for Depreciation Account with a corresponding amount; likewise with the Proprietor's Salary, we charge expense account, under K-1, and credit the Proprietor's Account with a corresponding amount.

How News Print is Handled From Accounting Standpoint

THIS is the keeping of the Business or Control Accounts to which I referred in the opening paragraph of this paper. We have Form "C". This is a recapitulation of our Business accounts. This sheet is filled out each month after we secure our trial balance (or balance sheet) for the month. There is an account appearing on this for each of the Income Expense accounts and there are also the Business accounts. For instance, there is the Cash account, the Accounts Receivable account, the Notes Receivable account, the Inventories, Deferred Charges, Fixed Assets, etc.

It might be well to explain here how we handle our news print from an accounting standpoint. We have what we call, among our Business accounts, a News Print account. Whenever a carload of print paper is paid for it is charged, not to C-2

C. F. KARSTAEDT
Beloit (Wis.) Daily News

Paper account under Press and Stereotyping, but to Print Stock account. Likewise, when cartage, freight, storage or any other expense incident to handling print paper is paid, it is charged direct to News Print account. After this account has been kept for a time, it is a simple matter to determine what your cost per pound is on print paper delivered to your press room.

Before we close our month, we make a journal entry in our cash book crediting this Print Stock account with the paper consumed during the month and debiting Expense. When we closed our books for the past year an adjusting entry of $1.79 was all that it was necessary to make.

For accounting purposes, we consider paper consumed as paper which has been opened; that is to say, if six rolls of paper have been opened on a day, the roll numbers and the net weights of these six rolls are entered on this form as paper consumed on that particular day. We pay no attention whatever to paper unconsumed remaining on the press, as we have found that it balances itself up from day to day very accurately. On a larger paper this perhaps could not be done.

At the end of the month the total weight of all the rolls opened is figured up and this is multiplied by the pre-determined cost figure ascertained from our perpetual Print Stock account. This item then is used in setting up our Print Stock Cost Account for the month.

Subscription, Depreciation And Other Accounting

IN 1917 when it was ruled that all newspaper subscriptions must be paid in advance, the Beloit *Daily News* enforced the rule to the letter. It actually collected in advance from every single subscriber. We lost several hundred subscribers who later came back. This brought into the year 1917 about $3,500 which did not belong there as income. This gave us an excellent opportunity to open up on our general ledger an account called Prepaid Subscriptions. Accordingly, we opened this account, debiting the City and Country Circulation Revenue Accounts with the amounts actually paid in advance and crediting Prepaid Subscription account. Each year thereafter, before closing our books, we have carefully gone through our circulation records and determined to the penny how much has been paid in advance for the ensuing year and have credited Prepaid Subscription account. We are, therefore, arriving at an accurate figure each year of the actual circulation revenue received.

We are depreciating our assets on a straight 8 per cent basis. Our Reserve for Depreciation account shows approximately 50 per cent of our actual assets.

When a press or item of equipment is discarded, the following entry is made on our books: The Equipment account is credited with the actual amount paid for the machine, thus getting it out of Equipment account into which it was originally charged. You will see, therefore, that our Equipment account always represents the actual cost price of all equipment on hand. To complete the journal entry, Profit and Loss account is debited with a corresponding amount.

If a machine had been in our office three years and cost $3,000, there would have been set up in Reserve for Depreciation account 8 per cent on $3,000 for three years, an amount equalling $720. The following journal entry is made: Reserve for Depreciation account is debited with the amount which has actually been put into that account; namely, $720. Profit and Loss account is credited with a corresponding amount. No one can take out from Reserve for Depreciation account more than has been put in. To complete the entry, Profit and Loss account is now credited with the amount allowed for the old machine.

Now we have on the credit side two items: First, we have the amount of depreciation actually taken on the machine and the amount we have been allowed for this machine. On the debit side of the Profit and Loss account we have one item: The original cost of the

machine. It now becomes apparent that the difference between these items, if any, constitutes the loss or shrinkage in value of a capital asset. This is a deductible item in income tax returns.

How Profits Are Arrived At; Book Keeping Machines Used

IN determining our profits for the year, the following method is pursued: Journal entries are made, wiping out on the Income accounts and crediting Profit and Loss account with a corresponding amount. Expense accounts are handled in the same manner. After all of these entries have been made, we first determine exactly our bad accounts. A journal entry is made crediting Accounts Receivable account and debiting Profit and Loss account with a like amount.

If there is any difference between our actual Print Stock inventory and the perpetual inventory, this is taken care of by a journal entry. Any other adjusting entry which is necessary is now made. For instance, if an error has been made in computing taxes, an adjusting entry would have to be made. The residue in this Profit and Loss account, is the answer you have been striving for all the year and represents net profit. This amount is the amount which you will use in determining your income tax. Of course, adjustments are made on the income tax blank sometimes; as for instance, the premium paid on a life insurance policy for an officer. This is not a deductible item under the income tax law.

We handle our customers' accounts and our foreign advertising accounts by the machine method of bookkeeping. We almost always have our bills out on the first of the month. Briefly, they are handled in this manner:

A charge slip is made out each day for each advertisement. This slip is given to the bookkeeping machine operator. A pre-determined total of these slips is made at the beginning of the day so that the bookkeeper knows when she gets through whether she has posted correctly or not. A journal entry is made at the close of the day as follows: The various Income accounts are credited; Accounts Receivable account is debited.

We know in our office at the conclusion of each day just how much business we have done for the day. We know at all times just exactly what we have outstanding as Accounts Receivable. Our machine gives us a separate total each day of domestic advertising, foreign advertising and classified advertising.

In addition our machine tells us how many inches of advertising we ran during the day, how many lines, and also how many agate lines of foreign advertising. Our machine gives us no less than eleven totals.

READERS' NEWS-NOSE IS RIGHT SMART, TOO!

When They Scent "Free Publicity Stuff" in Newspaper Where Goes its Good Will, Name?

By MRS. HERBERT C. HOTALING*

THE time was, perhaps, when an editor could sit in his office with his feet upon his desk and encourage his high aspirations. He could devote much to promoting the many activities of his town without thought of the sordid details of pure business methods. In fact, he probably had no definite business methods to promote.

Editors and publishers are learning that the respect of the age is given to the man of keen ability, and it takes *business* methods to succeed.

The newspaper *has something to sell—its advertising columns. To sell that space to the best advantage it must have editorial and news columns, and they must be brought up to the highest standard its community can support. The reading matter must sell the advertising space.* The amount of reading space necessary to make the advertising columns of value is a point each editor or publisher regulates for himself. He is also the judge of the kind of reading matter which will produce the results.

THE better the community, the better the paper it can support. But, desire to give every good movement a swifter momemtum, pleasure and pride taken in ability to place before the populace any necessary information, and general recognition of the power of the press to mould public opinion, so occupied the attention of the editor that he failed to note he fast became the tool of the sharper.

Encroachment upon space came gradually: All requests were, seemingly, modest and reasonable, and were granted. But one such brought two more and, if the publisher gave to one, he would necessarily have to give to another; also, if he gave five lines the first time, it was only natural to ask for ten or twenty the second time. Now, there are well-organized, large agencies solely for the purpose of supplying newspapers with free matter. There are writers who are paid large salaries for writing these articles in which are concealed ads for some person or thing—and, for getting them into the reading columns of the newspapers free of charge.

Many are advocating good legitimate causes and interesting projects, from political and government policies to health and household improvements; from agriculture and dairy development to general information on specific natural or manufactured products. They come in all forms—plate matter that can easily be used for fillers; or mats to suit the convenience of the obliging editor. Many times the editor is graciously informed that the article submitted for his use are edited by the most efficient writers of the day and he can save himself time and worry by using them.

And who must give the free advertising? Not the big metropolitan daily. No one thinks for a moment that it is the magazines with their high priced advertising space. No, it is the country weeklies and the non-metropolitan dailies.

THERE is only one way to deal with the propaganda and that is, *refuse to print it.* This should not be a hard resolution to adopt when we stop to get the meaning of such statements by press agents as these:

"Don't clog the channel. One warning all publicity men should keep in mind,—it is possible to overdo their work and lose the confidence of local newspaper men." Or,

"Beware of that clogging process. Keep in mind the idea that you must go gently."

"Pave the way for the big story, by preparing little live stories for the big thing that is going to come through."

"Put in your newspapers, at as frequent intervals as you can a paid advertisement at the regular rates. It may be only a notice of a meeting, three or four inches of single column announcement. Do it regularly and you will find that it is only human nature that your news items

Some "Secrets" that Press Agents Tell Each Other to "Work" Newspapers : : : : : : :

IN THIS ARTICLE
BY MRS. HOTALING

ONLY ONE WAY to HANDLE "PUBLICITY"

will sometimes find a warmer reception when you take them to the newspaper."

The following, from an address "Getting Department Store Publicity Into the News Columns," given before the Associated Retail Advertisers, is interesting to publishers. The speaker is quoted as saying:

"The sport is in singling out a newspaper where you have to play the game with the editor to get in—the better the newspaper, the more thrilling the game—but, if you learn the rules and follow them in playing the game—of respecting his opinions and catering to his hobbies, your story may become a source of news for his newspaper."

WHILE I have taken up only the financial side of this Free Publicity nuisance, there are other points which are equally important. *The home paper must be reliable.* It must print the truth and only the truth.

The *Youths' Companion,* editorially, truthfully states that "newspaper offices are flooded with printed, type-written or multigraphed sheets that convey information sometimes true, sometimes doubtful, but always plausible! There is so much that is not trustworthy; so much, indeed, that is conflicting and contradictory, that a reader never knows quite what to believe. Public opinion, always an uncertain thing, is so confused and bedeviled by all the hubdub of press bureaus that it stands halting between two opinions on almost every conceivable subject."

Where does the average citizen go for his information on current topics? To the newspaper, and, when he finds himself misinformed, where does he place the blame but on the editor? As the game warden is seining the waters of lakes to free them of the carp and rough fish, so must the editor watch the flood of copy which comes to his desk—all of it!

THIS article is based on a convention address by Mrs. Hotaling, wife and business partner of the executive secretary of the National Editorial Association.

THERE recently appeared at the office of the Covington (Okla.) *News* a "tramp" printer, 80 years old and complying thoroughly with the picturesque memories of the old days when such visits were not unusual, and often hoped for. The editor of the *News* said he had seen his visitor before, several times during 20 years. He is known as "Old Joe." But this time he came in a flivver instead of on freight train rods.

*Mrs. HERBERT C. HOTALING**
Mapleton (Minn.) Enterprise

SMALL PAPERS SCHOOLED HIM FOR LARGE ONES

Auto City Publisher Learned How to Put on That "Last, Final Winning Effort and Push"

THE owner of the Detroit (Mich.) *Free Press* is one of the many successful "city publishers" who got his start in country community journalism, and who likes to be called "a printer-journalist." William S. Dutton, in an article in *American Magazine,* picturesquely has told about the early days of Edward D. Stair, with the keynote, "Most Men who Fail at Their Work, Fail by Only a Little." The career of Mr. Stair is peculiarly interesting to *"NPJ"* readers because they are situated in both large and small newspapers and printing houses, among dailies and weeklies in all sections. Mr. Dutton's article brought out many points of close interest to the *"NPJ"* family:

MORENCI (Mich.) was his home town. He printed his first newspaper, a tiny affair, in the attic of his father's house. Later on, after several experiments with other papers, he went out and deliberately bought a little weekly newspaper that was a failure—bought it because it was a failure and to be had cheap—and made it successful. Then he sold that, and with his

profit bought another failing newspaper, and another, each bigger. Each in its turn he made into a paying publication and sold it at a profit.

Stair didn't introduce any spectacularly new and brilliant methods into newspaper publishing. He kept to the established, well-beaten path over which his predecessors had gone, and failed. In many instances he even adopted his predecessors' policies. But to those policies and methods he gave just a little more force. He watched results just a little bit closer, and went after things a little bit harder. In a line, he got up all the steam his boilers would hold! : : :

Ed was now fourteen and Orin (his brother) nearly sixteen. Both were pretty fair printers. They quit school, rented a down-town room, bought a second-hand job press and some used fonts of type, and founded the Morenci *Weekly Review*. The cost of the venture was about eight hundred dollars, secured by notes.

Orin was the mechanical force and Ed the business manager, advertising solicitor, reporter, and editor.

"It was no trick at all to get advertising," Mr. Stair confessed; "but we sweat blood when it came to grammar and spelling. We bought a big dictionary, propped it up where it was handy, and nearly wore it out inside of a month. Offhand we'd decide some national political policy for an editorial, and then argue ten minutes as to whether the verb in the opening sentence should be was or were.

"There was a fire in town one day. I labored and sweat over the report of it, and turned out what I secretly considered to be a literary masterpiece. We put the account on the front page with no little pride, and sat back to await comments.

"They came, and in a rush. In my effort to write a masterpiece I had overloked entirely the hour at which the fire had occurred. A dozen told me of the omission, but not one thought about mentioning my fine writing.

"That taught me something that is true of people the world over. They don't want general statements; they want details.

"The point is this: There isn't a wide margin of difference between a fair reporter and a good reporter and a star reporter. The margin is only a question or two.

MOST MEN WHO FAIL, FAIL BY ONLY A LITTLE : : : : : : : E. D. Stair

EDWARD D. STAIR
President, Detroit (Mich.) Free Press
(From a Recently Painted Portrait)

"AFTER a year or two, we decided to move the *Review*, lock, stock, and barrel, up to the village of Maple Rapids, about one hundred and twenty-five miles north. They had no paper up there, and they wanted one. I had seen the merchants and they had pledged a specified amount of advertising for the first year. We loaded the old job press, type, dictionary, and other incidentals onto the lumber wagon of a farmer we had hired for the trip. My brother and I trekked along with the lumber wagon. The trip took us four days.

"We called the new paper the *Dispatch*, and while we called it ours, it really belonged to our creditors. There was scarcely a bit of equipment for which we weren't in debt. Every month we had a list of payments to meet. And never did it occur to us that a note due might be extended.

"After a month or two, the paper began to slip. We were working twelve hours daily, running every minute of daylight, and hunting up job work and advertising when we weren't in the shop. One helper was all we could afford.

"We analyzed our trouble. In twelve hours, with our equipment, we could turn out so much job work. That work was worth so much — which wasn't quite enough to keep us and meet our obligations. We were short just a pound or two in steam. So we increased our work day to thirteen hours, then to fourteen. That extra time put in was the difference between making money and losing it!

"Frequently there would be dull periods of business in Maple Rapids. But there were other villages within a radius of twenty miles. Merchants there had printing to be done. I went after it, while my brother and his helper kept the wheels turning at the shop.

"On one of these excursions I happened in the town of Midland,

which had two papers of its own. One wasn't making money. The editor complained that it was a poor newspaper town, anyway.

"What struck me was the fact that I, a stranger in town, *had* been able to get orders for job printing. I felt I could make the Midland paper go. The editor was ready to sell cheap, and we had met all notes with such promptness that we had established a credit which would provide us with funds. The upshot of it was, I went to Midland and my brother remained in Maple Rapids, to continue the paper there.

"Under the previous owner, I discovered, the paper had been absolutely neutral in everything.

"Within two months I had a lively crop of enemies — not personal enemies, but opponents to the paper's policies. But they were enjoying the fight! They read the paper. Furthermore, they advertised in it because they knew other folks were reading it too. : : :

"MY experience had all been with country weeklies. Altogether, including those mentioned in this talk, I had owned and edited nine. The Detroit *Journal* was a big city daily with a circulation even at that time of twenty-five thousand. Nevertheless, I felt that the principle which had made the country papers successful would apply as well to the *Journal*.

"One of the first things we did was to increase the price of the paper from one to two cents. We did exactly as I had done with the smaller papers—put on a little more pressure, pushed ahead a little harder.

When Stair bought it, the *Free Press* sold 40,000 copies daily at one cent and 45,000 Sundays at five cents; today it approximates 200,000 daily at three cents and 275,000 Sundays at ten cents. Its monthly expenses now amount to a half-million dollars. The building into which it recently moved, and which it owns, is one of the finest newspaper plants in the world.

It is necessary to have close cooperation to carry out newspaper or any other policies. I was curious as to how Mr. Stair had gained this.

"By giving everybody full rein," said Mr. Stair. "By that, I simply mean this: We've let it be known here that every man's ideas are as good as every other's, that we want those ideas expressed, regardless of whether they agree with mine or not, and that in all matters the paper itself is to be the first consideration."

NOSE FOR NEWS IS A GIFT OF GIFTS

Missouri Daily and Weekly Property Also Proves Value of Consolidation

By CATHERINE VAN CLEVE

GET ALL the news in the County and GET IT TODAY —is the standing assignment by James Todd, managing editor and one of the owners of the Maryville (Mo.) *Democrat-Forum & Tribune*. The rule is frequently reemphasized.

And perhaps that rule—just about the only one in the office—is the reason that the *Democrat-Forum & Tribune* goes into the homes of 5,000 families in Nodaway County, and nearly 500 of the families who live in Maryville often do not wait until the paper is delivered by carrier but come or send to the office to get the first papers off the press.

For the convenience of these subscribers the paper maintains a miniature postoffice of its own. This has become an institution and one which, obviously, has certain merits appreciated in the counting rooms.

THE *Democrat-Forum & Tribune* is a paper without a deadline. It never comes off the press late through any fault of the news staff.

The paper lays substantiated claim to the largest daily circulation, size of town considered, in the United States. It was so rated by Ayers Newspaper Directory even prior to the *Democrat-Forum* consolidated with the *Daily Tribune*. The circulation exceeds the population of the city. The United States census states that Maryville has 4,711 inhabitants. The last statement of the publishers gives the circulation as 5,046, and they guarantee circulation to the advertiser by and through membership in the Audit Bureau of Circulation.

The county is covered absolutely every day. Free telephone service is offered by a mutual phone system. The following towns are called daily from the *Democrat-Forum & Tribune* office: Wilcox, Burlington Junction, Hopkins, Parnell, Clyde, Conception Junction, Dedison, Arkoe, Guilford, Skidmore, Clearmont, Elmo, Pickering, Orrsburg, Ravenwood, Barnard, Graham and Quitman. Sheridan and Bolckow, just outside the county, are called frequently. Some of the towns are thirty miles from Maryville and have only a score of persons living in them, but each represents a large agricultural district and the farm circulation in the county is not far from 100 per cent.

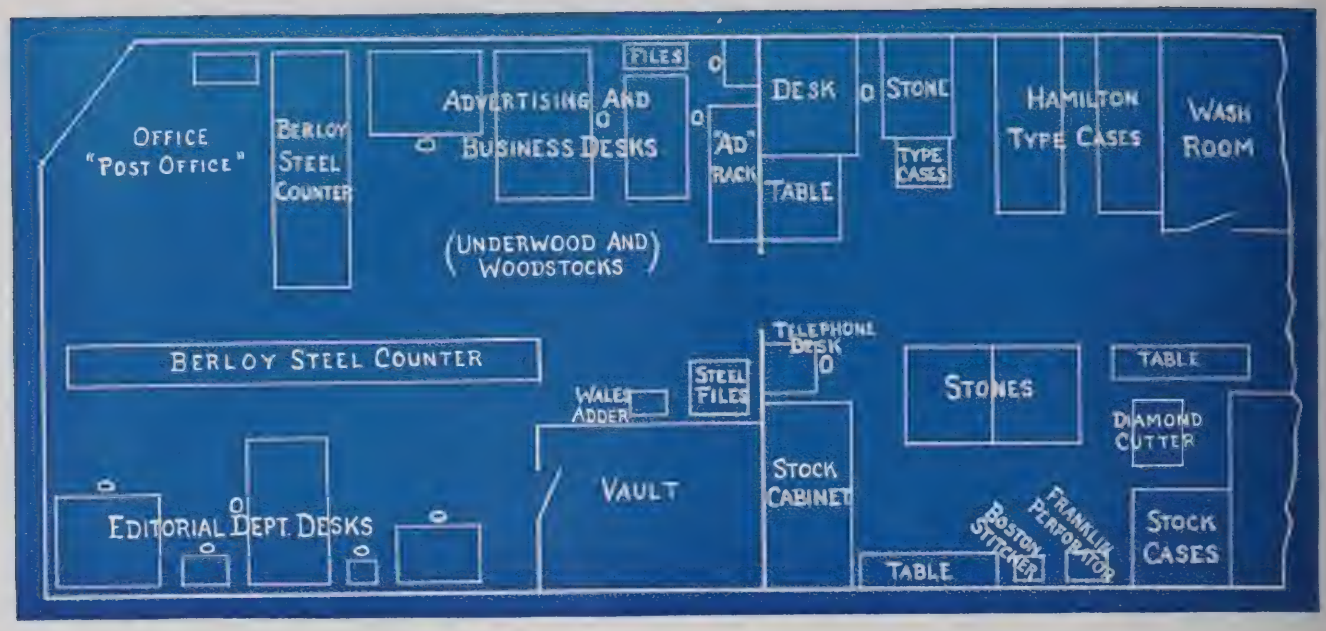
WALTER TODD
Mechanical Chief
Democrat-Forum & Tribune

And how is the news obtained from these towns? The telephone operators furnish the news, or "tips" on the news, for a free subscription to the paper, and each operator is presented with a box of candy at Christmas.

Mr. Todd, managing editor, guides three male reporters, all graduates of the University of Missouri School of Journalism; a society editor, and a bookkeeper who gives part of her time to news solicitation. Then there are also reporters for the high school and the Northwest Missouri State Teachers' College, which is located in Maryville.

Fifty dollars a week is paid to have automobiles deliver the paper each night at the postoffices at Wilcox, Burlington Junction, Graham, Skidmore, Pickering and Hopkins. The papers are taken as soon as they are off the press. Other towns are served well by train.

IF Farmer Jones' horse is struck by lightning, if his daughter comes home from college or if one of his purebred hogs wins a prize, he



FLOOR PLAN OF THE MARYVILLE (MO.) DAILY AND WEEKLY DEMOCRAT-FORUM & TRIBUNE : : OFFICES AT LEFT

reads all about it in the *Democrat-Forum*. The plan of getting the news is well organized.

Every small community in the county has its women's club. Every meeting of each one of the clubs is fully written up in the society column of the *Democrat-Forum*. It is a hard task, taking great lists of names on the telephone, so the society editor, Miss Mabel Todd, a sister of the managing editor, has devised a scheme whereby each club membership list is numbered. Then the reporter for the club calls Miss Todd immediately after the meeting and says: "Mrs. 13 entertained the Busy Bee club today. She was assisted by 32. Others present were 15, 16, 17 and 20."

That simplifies talking over the ever-bad country "lines."

The *Democrat-Forum* runs few local editorials. The paper is built up entirely on local news. Five pony calls a day furnish a telegraph report. A big school stunt gets an important place on the front page. The school children have nightly races with their dads to see who can get the paper first. Of course they want to see how their names look on the literary programs or in the football line-ups.

When the State Teachers College team plays an important football or basketball game on a foreign court, the *Democrat-Forum & Tribune* gets a leased wire play-by-play account. If the weather is good, the entire block adjacent to the office is crowded. In case of inclement weather the crowd moves to the courthouse and the report is given there.

For those who call for their papers each evening, boxes are arranged alphabetically in the front of the office. If the paper is a few minutes late from the press, the crowd waiting for the *Democrat-Forum & Tribune* extends out into the street.

THE paper is a result of a series of consolidations. In 1909 the *Weekly Democrat* and the *Weekly Forum* were merged and purchased the *Daily & Weekly Republican*. At that time in Maryville there also was the daily and the weekly *Tribune*. The *Democrat* had been in the hands of the Todd family for fifty years. The *Forum* was owned by William C. Van Cleve and N. S. DeMotte. After the first merger the paper became the *Daily & Weekly Democrat-Forum*, with the Todd family and Mr. Van Cleve as equal owners. On May 1, 1925, the *Democrat-Forum* purchased the newspaper lists, circulation and good will of the *Tribune*, daily and weekly. The *Tribune*, owned and edited by J. Fred Hull, retained its job printing plant. The one remaining paper in Maryville then became known as the *Democrat-Forum & Tribune*. There is a job plant, the *Maco Print Shop*, in connection with the paper.

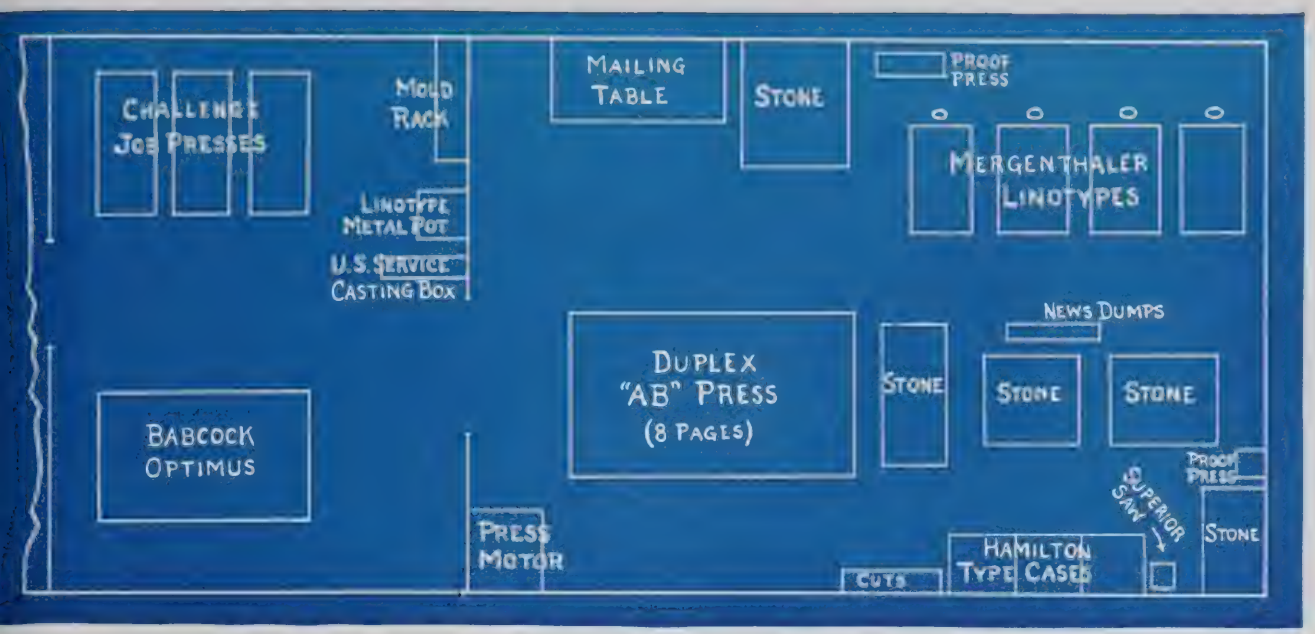
WILLIAM C. VAN CLEVE

Publisher of the Maryville (Mo.) Democrat-Forum & Tribune, and the Moberly Monitor-Index & Democrat (Both Daily and Weekly, and both "Consolidations of Consolidations")

Mr. Van Cleve, editor and manager of the publication, started his career as a boy when he operated a hand press at College Mound, Mo. He printed calling cards and similar bits of work. Upon graduation from La Grange College, he invested $17 to procure a one-third interest in the Moberly, (Mo.) *Democrat*.

The share was valued at $1,517; the $17 was the cash payment.

Mr. Van Cleve owned the Springfield (Mo.) *Record* at one time, but the paper's life was short and a bit unhappy. He bought the Bethany (Mo.) *Democrat*, and "on the side" sold land in Mexico, operated a hotel in Texas during the Panhandle boom, and returned with enough wherewithal to delve further into the good old job of enlightening humanity. Later he served for a time as journal clerk of the national House of Representatives at Washington. He is now president of the Missouri Associ-



MECHANICAL DEPARTMENTS OF WIDELY-KNOWN PROPERTY ARE THE PRODUCT OF MANY YEARS' EXPERIENCE & TRY-OUTS

ed Dailies, vice-president of the nland Daily Press Association and member of the Missouri, and the ortheast Missouri Press associaons.

Mr. Van Cleve lives at Moberly, here he is a joint owner with Mr. odd of the Moberly *Monitor-Index Democrat*, another consolidation consolidations.

"Jim" Todd is following the foot-eps of his father, the late James odd, who was well known in orth Missouri newspaper circles. e is a member of the Missouri As-ociated Dailies, the Inland Daily ress Association, the National Edi-rial Association and the state nd sectional press associations. He is been postmaster at Maryville nd president of the chamber of ommerce.

Walter Todd, younger brother of Mr. Jim," served overseas during e World War and is now in harge of the mechanical depart-ent of the *Democrat-Forum* & *ribune*. A firm member in the echanical department is, obvious-, a distinct advantage, and he eps the costs down.

Miss Mabel Todd is society edi-r. Miss Helen Todd, another sis-r, is circulation manager.

THE absence of friction, and the good feeling of the public to-ard the paper are its two most markable features. The only an-er to how this has been accom-ished is that a policy of "consid-ing first the good of the commu-y" is followed as closely as pos-ble. No news is suppressed be-use of individuals, but often ws is left out or "played down" if the *community's* welfare is deemed at stake. The determination of what is detrimental to the community is not always made by Mr. Todd alone. Taking the attitude that the paper is the servant of the community, he often takes counsel with a number of leading men of the county.

The paper contributes heavily to community projects. *It does not accept advertising that conflicts with local merchants, nor do Maryville merchants advertise in other papers.* No advertising schemes are allowed in Maryville without the sanction of a secret committee from the chamber of commerce.

JAMES TODD
Managing Editor

The *Democrat-Forum* has never held a circulation contest, nor has it ever given premiums. The county circulation is handled by a solicitor who has held the job for years. Special editions are not stressed, and freak advertising is barred. The type of make-up, news and advertising, is conservative. There are no scare heads. The paper is regularly an eight-page publication, with twelve, fourteen or sixteen pages once or perhaps twice during the week.

There is no competition since the consolidation, but reporters are hammered daily to "get the news and get it all today." That is the paper's slogan, in fact as well as in name.

An important social story is given equal consideration with a political scoop. Church news gets "attention with a capital "A". Once a week, on Fridays so that the news will get out to the rural readers not later than Saturday, a church page is used, with programs for most of the churches in the county and special church features or religious news. The Sunday School lesson is given and a pictorial Bible strip.

Every Saturday during the year a school page appears, filled with news of the schools of the county. Names — hundreds of them — children's names—appear on this page every week. Naturally the parents of Willie Jones are proud for the parents of Johnnie Smith to see that Willie made the debate squad, and they don't mind looking at it themselves.

(OVER)

A comic strip daily, "Little Orphan Annie," is extremely popular, and there are several other features.

THE subscription price of the *Democrat-Forum & Tribune* is $3.50 a year in the state. The price is 35 cents a month if the paper is called for at the office and 50 cents if delivered by carrier. Mail subscriptions are all cash in advance, and the rule now is observed *to the day.* If Farmer Jones telephones in on Tuesday stating that he cannot get to town until Saturday, he receives his paper until that time. But he comes in on Saturday and pays or he does not get his paper Monday.

W. J. Studer, formerly of the Chicago *Tribune* and the St. Joseph *News-Press,* is advertising manager. The open rate for advertising is 50 cents an inch. Second insertion is 40 cents. Space contracts offer the advertising for lower rates. The foreign advertising rate is 3½ cents agate line, and it is paid cheerfully. Several times the *Democrat-Forum & Tribune* has been the medium for "try-outs" of new products, with results eminently satisfactory. The standard rate card is used.

PUBLISHERS WHO STICK TOO CLOSE TO THE JOB

From AMERICAN MACHINIST

ATTENTION or stick-to-it-ive-ness has long been considered as one of the foundation stones of success. And yet it may be possible to overdo it, according to the executive of a well known enterprise. In his opinion he has lost much by sticking too close to the job.

He has been very successful in earning for his concern the reputation of building an excellent product and has made money for all concerned. But he feels that the same end might have been accomplished had he learned how to diversify his activities earlier in life.

His close application to the office has left him little time for keeping in touch with other plants or for making many acquaintances with contemporaries, each of which he feels are a distinct loss. He points to others who have taken more time away from the shop, who have succeeded equally well and, in addition, have a host of pleasant and valuable friends.

Is this a modern example of the old adage that "all work and no play makes Jack a dull boy"?

BUYING SERVICE

BRAIN Service can be bought; Lip Service can be Hired; Physical Service can be contracted for. But HEART SERVICE costs the coin of Appreciation, Kindness and Consideration.—*Selected.*

City, State, ...192.....

THE BLANK PUBLISHING CO.
Publishers of
THE NAME OF YOUR PAPER
ADDITIONAL PAPERS OR EDITIONS (if any)

Slogan can be set here

Address of Agency or Advertiser
can be used in Open
Faced Envelope

Month of ..... Advertiser.....

Date	Description	Edition	Lines Inches	Rate	Gross	

MINIATURE OF N. E. A. STANDARD INVOICE

Improved and Convenient Form is Being Pushed by Organization to Aid National Advertising Growth in Daily and Weekly Newspaper Field

LESS GRIEF for AD MEN AND the PUBLISHERS

National Editorial Association Chiefs Get Behind a Constructive, Practical "System"

By HERMAN ROE
Northfield (Minn.) News; President N. E. A.

IN AN address at the Los Angeles (1926) convention of the National Editorial Association, George W. Cushing, secretary of McKinney, Marsh & Cushing, Detroit, made this statement; "After three years' study of newspaper publishers' invoices, from every section of the country and from over 10,000 newspapers ranging in size from the smallest weekly to the largest metropolitan daily, it is apparent that there is a real need for a Uniform Type of Invoice."

Officials of several other advertising agencies handling business with country weeklies and dailies agree that there is a need for a uniform invoice.

The officers of the National Edi torial Association have decided t launch a campaign for the adoptio by newspapers of a uniform invoice.

THE N. E. A. Standard Invoic contains the necessary factor for easy handling. It can be ad justed to almost every conditio and can be used whether a publish er has one issue or several paper including different combination If properly filled out it contains a the information necessary to th advertiser or the agent, and the in formation stands out clearly.

The N. E. A. invoice, when ad vertising is billed properly, wi

give the following necessary information:

(1)—*Town, state and date.*
(2)—*Publisher's name and the papers published.*
(3)—*Name of advertiser or agency.*
(4)—*Date of insertion.*
(5)—*Edition—if more than one is printed.*
(6)—*Number of inches or lines.*
(7)—*Rate and gross charges. (Agency accounting department computes the net amount due after subtracting agency commission).*
(8)—*Cash discount date if allowed.*
(9)—*Description of ad.*

When the invoice is accompanied by checking proof information, preferably in full page tear sheets carrying name of the paper and date of issue enclosed with the invoice, the operation is complete.

The N. E. A. Standard Invoice can be used in 6½x7 or 6¼x10½ sizes. Through the N. E. A. office at St. Paul an electro of the ruled portion of the invoice can be obtained, making it necessary for the publisher to set only the heading in his own shop.

By using an open face or outlook envelope in mailing, the expense of addressing envelopes can be avoided. However, if tear sheets for checking are enclosed with the invoice, thus making a bulky mailing, the open face envelope would not be practical.

"DADDY'S HOME!"

PRESIDENT Herman Roe, National Editorial Association, publisher of the Northfield (Minn.) *News,* President of the Minnesota State Fair, and active in other interests, has to travel a good deal and pretty rapidly just now, looking after the enormous tasks incident to the great newspaper-printing organization he heads : : And, there is one other, and a primary duty, of which he is never neglectful; namely, being a real daddy to five little Roes : : The snapshot shows the youngsters welcoming Daddy after a long trip, recently, and was kindly sent to *"NPJ"* by a friend (whose name remains our "editorial secret")

THE National Association of State Press Field Managers endorsed the N. E. A. Standard Invoice for national advertising at the convention held in St. Paul, and urged that all publishers adopt it, thereby removing one of the obstacles from the path leading to a larger volume of national advertising in the country daily and weekly field.

Let us demonstrate that in the publishing field we are eager to improve business methods, and through standardization of forms will aid in eliminating wasted effort and promoting greater efficiency.

HOW MANY PAGES FROM A POUND OF NEWSPRINT?

QUOTING a well known press man, from the Pennsylvania association Bulletin, A. W. Fell, manager: "Handicapped by many bad printing conditions, including a pressroom temperature variation of 60 degrees and with no allowances made for drum tare or other ink losses, 6,385 pages have been received from every pound of ink used, computed over a yearly basis.

"Approximately one-third of the make-up were flat casts and added their gluttonous appetite as another obstacle to economy."

"In conjunction with the same result, no part of the inking arrangement has been washed for the past two years and seven months, making 20,000 impressions daily."

IT'S ABOUT TIME FOR PUBLISHERS & PRINTERS to MEND THEIR WAYS : : : : : IN TACKLING LEGISLATIVE MATTERS

This Keynote, from a State Press Association Report, Looks Interesting, and More, as a Sidelight on "NPJ" Symposium, "Shall the State License the Press?"

SINCE publication in these columns of the first installment of the *"NPJ Symposium"* (September issue) on the question "Shall the State License the Press?" as put up by a number of readers, and answered by readers of this magazine in every state, here has come to hand the 1926 annual legislative committee report to the North Carolina Press Association, by John Park, publisher (N. C.) *Daily News-Observer,* the committee's chairman. Mr. Park is 1926-7 president of the Southern Newspaper Publishers' Association.

This report, by one of America's most progressive newspaper publishers and executive printers—one of those whose many successful management innovations have been given freely to other weekly and daily publishers in the interests of general progress and soundness—seems to be precisely and vitally interesting in relation to the present *"NPJ Symposium."* The report takes in a lot more territory than the Symposium—additional angles. It shows a lot more of "what's in the air."

AFTER mentioning "the favorite indoor sport" at Press conventions "of hoping that the next (legislature) will be indulgent towards the newspapers," Mr. Park continues:

"Perhaps the off-year (of the North Carolina general assembly) while the capitol is accumulating a few spider webs as the spittoons are being aired, may permit some comments and suggestions that a committee on legislation would rule out on other occasions." Mr. Park elucidates as follows:

"NEWSPAPERS, like spoiled children eating candy, must be humored and petted, and they must have consideration the next time the candy is passed around. So, when the state legislature convenes : : : there must be a committee on legislation, a large committee including 'influential' members from every section who are to buttonhole every official member and earnestly urge an increase in rates for legal advertising and to help induce the federal post office to reduce carrying charges on second class matter and to do varied and sundry things that may aid or please the newspapers.

(OVER)

The Kind of Laws we Should have Next Would Protect Newspapers from Each Other, and Protect Society from the Newspapers : : : : JOHN A. PARK

"Surely, those legislators who have answered more than one opening roll call, must be wearied of the incessant cry to 'do something for the newspapers.' Isn't it about time for the newspapers to do things for themselves?

"Hasn't the time come for self-respecting publications to drop that 'by your leave' attitude and with spread shoulders and expanded chests say 'what is it *you* wish?'

"Do we need more laws to aid and protect newspapers? Indeed we do not. We have too many laws now—of every kind.

"The kind of laws that we should have next, with respect to newspapers, would protect newspapers from one another and protect society from the newspapers. : : :

"THE tendency to consider newspapers as public utilities continues to grow. Why not so classify this great industry of public service along with railroads, highways, telephones, power companies and the like? Newspapers are usually willing to admit that in some communities they are treated as red-headed step-children.

"What would be regulated about newspapers if they were placed under state supervision?

"First, there would be a shifting around and moving of plants from points of congestion to those very few places that need newspapers.

"Next, there would be established standards of practice under rigid supervision demanding satisfactory performance or closing of the doors.

"Then, suitable rates for advertising and circulation would be prescribed and stabilized; low enough to attract business and high enough for legitimate profit.

"The results naturally would be the growth and extended service of the deserving publications and the withdrawal of incompetent ones.

"Talk about the 'supporting' of a newspaper would be reversed into a respectful request for the newspapers' approval and support of a community and its enterprises.

"MOANING over increased postage rates does not reduce the cost, neither does an occasional complaint filed with one's favorite congressman. Action of regional groups and associations collectively seems the best way to secure interest of post office authorities. Possibly the best method of all is the use of competing services, such as express, baggage, bus lines and private delivery. : : :

"Rates for legal advertising as well as rates for any other kinds of advertising should not require defense. If they are right they should be enforced. If they are too high, patronage will decrease; if too low the business cannot survive.

"Why not ask our legislative bodies to safeguard humanity that the ever increasing number of preventable fatalities may be checked?

"Why not ask for protection from the speed demon and the incompetent driver who profane our highways and fill our hospitals and morgues?

"Why not forever discard the dingy one-room schoolhouse in favor of the modern consolidated school?

"Why not make it prohibitive to erect hospitals, schools and even office buildings and hotels that are combustible?

"Why not direct the energies and brains of the great publishing industry : : : into channels of constructive endeavor and militant usefulness?

"Yes, why not?

"THESE Utopian conditions may be for future generations; they may be close at hand. The mendicant publication will remain mendicant unless perchance through change of attitude or circumstances it may joint the growing group of aggressives.

"Some day the great God of the Universe is going to look down on one of his dearly beloved publisher-children and say.

"Cease thy slothfulness; rise up and produce a better newspaper or get thee back to the tall timbers."

AND, now to return to the "main lead" of the *"NPJ"* Symposium, (after saying that the *italics* in the foregoing are the editor's):

PUBLISHERS ASK:

"SHALL the STATE LICENSE the PRESS?"

PUBLISHERS REPLY

CONTINUED FROM SEPTEMBER "NPJ"

THEO. Arter, Jr., Altoona (Pa.) *Tribune* and Mountain City *Press* has very pronounced views on the subject. Here is his letter in full:

"The conviction amounts to this. Unless the newspapers take upon themselves the responsibility for improving standards within their own plants, most assuredly the public, which is vitally interested because of younger generations, is going to use what influence it possesses to elevate present standards. For this reason I have always welcomed the School of Journalism, and I look to its graduates to clean up and maintain the high standards set by the originators of journalism. *The newspaper which refuses to take this view is to my mind most reactionary and needs either licensing or registering of its employees.* The more progressive newspapers, however, are doing as I have outlined, and if their work continues and if the publishers look upon their responsibilities as practical educators of the public in the right light, the need for Federal or State interference will no longer exist."

DON L. BERRY

DESPITE the well known precautions, there are quack doctors, surgeons who'd rather operate for a thousand dollars than appendicitis, shyster lawyers, criminal lawyers who fatten on thugs, not to mention some of the deliberateness of court proceedure, declares Don L. Berry, Indianola (Ia.) *Recorder & Tribune.* "If legislation licenses the man who speaks through printers' ink, how long before legislation will specify what he shall say?" He takes note of the tendency of the times to attach too much importance to callings, degrees, etc., even "bootblacks waxing eloquent on the great professional skill required in their work."

PLAN NOT PRACTICABLE BECAUSE TOO UNWIELDY

IT WOULD be desirable to weed out the incompetents, but the plan of licensing editors is too unwieldy to be practicable, answers Elbert

ELBERT BEDE
Cottage Grove (Ore.) Sentinel

Bede, Cottage Grove (Ore.) *Sentinel*, "the weekly newspaper with plenty of backbone." Some of the greatest editors have grown up from the cases. He adds:

"To completely qualify as an editor, *one would have to pass practically all the examinations required of all other professions* and, possibly, some additional ones. The proposal is too unwieldy. Let the game of the survival of the fittest continue."

IS IT MORE THAN PLAN TO PROFESSIONALIZE?

THE fellows in the profession who really should not be there generally get themselves out without outside assistance, in the opinion of C. S. Coddington, Cedar Falls (Ia.) *Daily Record*. He writes:

"This movement might, on the surface, appear to be merely a movement to 'professionalize' the profession of journalism to a greater degree. However, I see in it another move, to muzzle the press.

"The movement started in one state that had experienced political difficulties through adverse editorial comment and through the light of unbiased press reports.

"It was foreseen that with a law granting the right to revoke an editor's license or a publisher's license, the thorn in the flesh could be removed easily and quickly."

LEN W. FEIGHNER IS NOT IMPRESSED AT ALL

UNLESS every man in every kind of business has to undergo licensing, is the view of Len W. Feighner, Nashville (Mich.) *News*, field manager of the Michigan Press Association, the common or garden variety of newspaper men should be allowed "run of the pasture." While there may be so-called newspapers so rotten they would contaminate other apples in the barrel, and this might prompt plans to keep them out, the chances are that some of them would get "clearance papers" and some square-shooter would be barred on a technicality.

FINE BUSINESS FOR POLITICAL "DEMI-GOD"

THAT'S how Hal E. Hoss, manager of the Oregon City (Ore.) *Enterprise*, and high official of Oregon and Pacific Slope association newspapers, looks at the licensing proposition. "We'd have cabalistic chicanery and back-door dealings in control of the press," is his prediction.

NOW, REALLY, WHAT IS EXPECTED OF THE PLAN?

FAVORING every step which would make newspapers better, Erwin Funk, Rogers (Ark.) *Democrat*, can't see how licensing or similar plans would prove such a step. Mr. Funk continues:

"Will it improve the physical appearance of a newspaper? Will it show the presence or the absence of 'a nose for news?' *Will a knowledge of world or national history take the place of ability to hand bouquets to the local brides or praise for the biggest ear of corn? Will it tell whether or not a man will sell his editorial column to the highest cash bidder?*

"It is easy to see where many a newspaper could be improved, but it is not easy to know HOW it is to be improved. Will an examination show the presence of the required amount of grit to stay with the proposition until it does pay and does improve?

"Thirty-four years in the newspaper game has not qualified me, at least, to recognize a successful newspaper man in the making, and I cannot believe that any kind of an examination would separate the potential winners from the potential failures."

ERWIN FUNK
Rogers (Ark.) Democrat

C. S. CODDINGTON
Cedar Falls (Ia.) Daily Record

STRIKES FUNNY-BONE OF THIS MICHIGANDER

THE proposal may be the idea of some super-statesman, but it's funny, and no publisher needs a dog tag stuck on him, opines Carl R. Mizener, Harbor Beach (Mich.) *Times*. Leave it to the law of economics.

FIX RESPONSIBILITY, OR, MORE REVENUE?

WILLING to think about the proposition if it is intended to "fix responsibility," and wholly opposed if merely a revenue idea, is W. F. Cushing, Beach (N. D.) *Advance*, and he believes some of the brightest minds in the profession today never could have passed an examination. We presume Mr. Cushing's picture of such an examination is not unlike those of examinations for license in other fields where now required. He thinks of the difficulty of preparing a serviceable examination for editors and publishers "which would not shut out minds developing by experience," for the chances are only the bigger guns would be called in to prepare the questions. He thinks of newspapermen who are no literary lights but worth their weight in gold to their communities, and mentions the hope instilled into communities when everything was going wrong, by country editors who might flop in a test before examiners. He adds:

"I have been a daily editor all my life, from the Atlantic to the Pacific, but am now one of the little backwood editors, so to speak, but I am happier in the close communion I have with my readers than ever I was in the cities.

"License the city fellows if you will, but do nothing to drive out of the game the fellow who has the spirit of the real newspaper man, but lacks the polish and

Some say YES Some say NO Some SMILE

JOE CARMICHAEL
Des Moines, Iowa

the sophistication of the all-sufficient city journalist or magazine writer; the country editor who actually lives the life of his people, rejoices in their prosperity and sympathizes with their sorrows.

"If he is driven out and a trained journalist comes to take his place, the chances are all in favor of the latter's failure and the loss of a great tie between urban and suburban life.

"While I could probably pass any examination the experts might put up, having both Columbia university training and actual experience in all branches of newspaper work for over forty years, I want to raise my voice against any proposition that would bar the thousands of earnest, hard working country newspaper men and women from their chosen field."

LARGE INVESTMENT FOR NEWSPAPERS, SAFEGUARD

JOE Carmichael, old-time newspaper man and now director of the Iowa Committee on Public Utility Information, Des Moines, and who has done much to get privately owned public utilities to advertise in newspapers, sees plenty of safeguards in the laws and otherwise to protect the public from wrong newspaper practices, and sees no needs for licenses or anything of the kind. He continues:

"Newspapers are now regulated by the potent law of competition or fear of competition. The large investment required for even a modest newspaper to meet the demands of readers and advertisers today interposes a barrier which is regulatory to no small degree. The investment of the physician and lawyer is in no way comparable.

"A movement from the inside to require regulation in order to keep out of the newspaper business those who might wish to engage in such enterprise, would, in my opinion be equally detrimental to public welfare."

A STRONG believer in the need for the best professional training of newspaper men, but doubting if a licensing system would be feasible or desirable, Ole Buck, field manager of the Nebraska Press Association concludes that "it may be safer and best for us to build up among ourselves a system of ethics, a quality of service and general policies for practice, doing away with any necessity of legal restrictions. If they allow politically-minded legislators to fix qualifications, will they stop there?"

BENEFICIAL STEP IS INDICATED, HE THINKS

PROVIDED, the proposed licensing of editors is really intended to raise the standards, all legitimate editors could feel flattered; if it is something to give someone a soft political job, that's something else again. So replies James B. Hedge, Jr., Maryville, Tenn., *Enterprise*. He continues:

"Let it be assumed that an editor with a license has passed some prescribed examination or measured up to required standards that are intended to raise the ability, assure the trust-worthiness or reliability of the individual. This will tend to elevate the general character of the profession and its product—newspapers. There is room for such a movement.

"Of all the professions, ours should be the proudest. The nation's morale and morals depend largely on the position taken by the newspapers on subjects of great moment. Therefore, why excuse ourselves for being newspaper men?

ROY L. SERIGHT
Harrisburg (Ill.) Register

"No legislation of a restrictive kind can aid in putting men of judgment in charge of the affairs of a newspaper"

JAMES B. HEDGE, Jr.
Maryville (Tenn.) Enterprise

"The greatest trouble with the profession is that when 'Jim' has made a failure out of everything else they 'made an editor outen him.' And my name is Jim, too.

"In the event that the license is a sort of a label indicating that the editor has brains enough to write comparatively correct English, has backbone enough to charge a living price for advertising and printing, and holds himself on as high a plane as the doctor, lawyer or merchant, it is a commendable movement. We hope this is the result sought by the promoters of the idea.

"It will take thought, careful planning and sufficient safeguards to cover all phases of public service to make the licensing of editors beneficial. *Every editor should study carefully any bill that is introduced to see that jokers are not included* which would work tragic restrictions on the valuable services that have in the past characterized the efforts of the editors of the nation."

SCHOOLS OF JOURNALISM BEHIND THE PROPOSAL?

THAT question comes to mind with F. I. Wolfe, Grainfield (Kans.) *Cap Sheaf*. He has the "only paper in the U. S. edited and printed and issued from a barn," according to his letter head, and is a "cartoonist, editor, writer, illustrator, photographer and engraver." He replies (in part):

"Our opinion is based on what we think is the FOUNDATION of the movement to register and license editors and publishers, and that foundation is the *workings* of the SCHOOLS OF JOURNALISM which are springing up like mushrooms all the country over. It is a game on the part of the schools of journalism—in plain language, it is EDUCATION boosted by EDUCATORS in order to find an excuse for holding their own jobs, and *placing* their PRODUCTION by compulsory LEGISLATION.

"Looking into the future, 'behold the Licensed Newspaper'. It is a wonderful clock-working institution, it is numerous in names but is only one in number. It is merely the product of A MASTER

WILL "LICENSING" THE PRESS REALLY SOLVE ANY PHASE OF REAL PROBLEMS?

MIND, conducted by a bunch of licensed conductors in a grand phonograph-record manner.

"No professor has been refused a school because all his worldly goods consists of a wife, baby and a lead pencil. The license required to run a newspaper is BRAINS ENOUGH TO RUN IT and at least $5,000 in equipment. Competition will determine ability to 'Carry-on.'

"We are not opposed to the schools of journalism and may be a little rough but we wish to convey our honest opinion, and honestly do hold, that EDUCATIONAL interests are behind the license idea.

EXAMS ON BUSINESS ABILITY A BENEFIT

REGISTRATION and licensing of editor and newspaper publishers cannot possibly benefit any one, except that someone would get some fees may be; but examination for business ability would be a benefit to all. This appears to be the view of George E. Secour, Quincy (Calif.) *Plumas National-Bulletin.* He recalls some of the old-time bamboozling in the pedigreed and licensed race horse period. Why not "examine" the grocer, butcher and candle-stick maker. Or, present-day distillers. Why not "More Anon," "Old Subscriber," "Constant Reader?" His opinion centers on the fact that while education has advanced, "there are hundreds endeavoring to conduct newspaper publishing and printing businesses without adequate idea of cost of operation," etc. Compulsory knowledge in such respects "would be a blessing."

THIS sums up the reply of L C. Hall, Wareham (Mass.) *Courier*: The editor is answerable to his readers who are under no compulsion to remain such against their wills. This, too, leaves plenty of freedom for those who ever want everyone else to conform to their own standards, or those who want to regulate everything. By law! What standards would be set up, and who could set them?

L. C. HALL
Wareham (Mass.) Courier

F. A. DeVOS
Omak (Wash.) Chronicle

EDUCATIONAL WORK a la WASHINGTON U. the THING

LICENSING will not improve newspapers or "newspapering," says F. A. DeVos, Omak (Wash.) *Chronicle.* He points out the excellent results achieved in the state of Washington through co-operation of the publishers' association and the State University department of journalism. Graduates must be thoroughly grounded in the practical business and mechanical branches along with ethical and literary subjects—don't turn out practical printers or journalists, but can step into a newspaper office, write, set type by hand and get a good string on a machine. He sums up:

"There is no law or license that can put editorial common sense into the head of any person. Nor can it make them more honest. College education can go a long way toward these points even though it may be no actual guarantee of them.

"There is far more honesty, vastly more prosperity, remarkable improvement in looks and content, a broader editorial vision shown, more co-operation than competition, greater returns for employee and employer, in this great state of Washington today than there was ten years ago among the country newspaper fraternity; and I repeat, the University of Washington has been, and still is, the leavening agent that brought all this to pass with its educational program. Could licensing show an equally good record?"

"LICENSED ALREADY"; WHY ASK FOR MORE?

OTHER professional men are licensed to protect the public from frauds. An editor and his newspaper are known at all times by their work. Free speech, oral or written, so long as not abused, is already "licensed." There may be poor editors, but there can't be fraudulent ones. The size of the audience has nothing to do with any offense. So writes G. W. Murray, Calbran (Colo.) *Plateau Voice.* His conclusion:

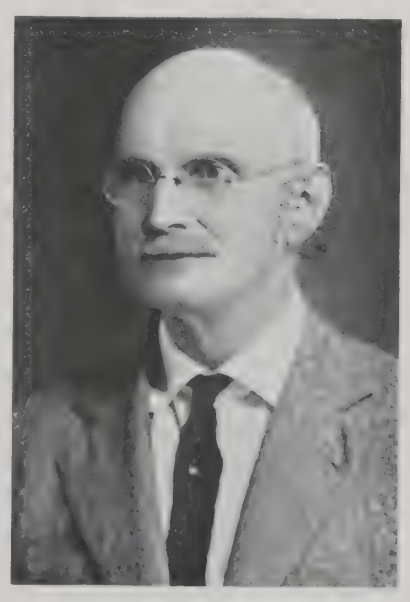
"This idea of registering and licensing editors of newspapers is the sheerest humbug.

"With a licensed press, it would be 'nuts' for crooked politicians, as the license might be revoked on suitable occasions. The next thing that would be demanded would be inspectors of newspaper plants (by the way of more political jobs) and every country shop would have to employ an attorney to blue pencil his editorials not unlike the metropolitan newspapers when matters questionable arise in the editorial sanctum."

NEWSPAPER MEN NOT LIKE PRIZE-FIGHTERS

THERE'S enough pressure now to intimidate newspapers. Licensing propositions would tend to increase it, believes L. B. Chittenden, Manistique (Mich.) *Pioneer-Tribune.*

"An examination might raise the general standard among newspaper men (I



G. W. MURRAY
Calbran (Colo.) Plateau Voice

WHO STARTED (Faint, but Growing) MOVE TO TEST NEWSPAPERMEN? They want to KNOW

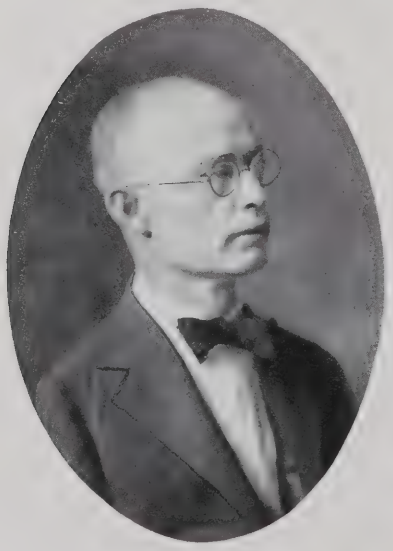
L. B. CHITTENDEN
Manistique (Mich.) Pioneer-Tribune

doubt it) but on the contrary those men who are now in business *must* be satisfactory to the public whom they serve and, after all, that is the keynote to newspaper success. A week-kneed publisher don't last long. Why, then should editors or publishers be licensed?

"Whoever proposed this licensing idea probably had boxers in mind also. But there's one outstanding difference at least. A licensed boxer gets plenty of hard blows but draws down good money for it. The newspaper man gets plenty of hard blows but little money."

SURE, PUT THE COLLAR ON EDITORS, AND ALL!

AND, musicians and sculptors, too, writes Howard Sharp, Canal Point (Fla.) *Everglades News,* who



HOWARD SHARP
Canal Point (Fla.) News

asks if there have been no illnesses and deaths since physicians were licensed. "Note the good statutes we have because lawyers make laws and lawyers have to pass examinations. I have heard so many complaints about the 'unlicensed press,' perhaps that is what they refer to."

K. E. TORRANCE
Pocatello (Ida.) Journal

"Instruction in Journalism is not a standardized success. Some schools turn out fine products, others fail miserably. Until a standard practice is obtained and found effective, it would be a calamity to license or register the product."

NO ENCOURAGEMENT IN PRESENT LICENSE LAWS

IN THEORY it would be fine to compel newspaper men to pass rigid examinations as to their honesty, morality and ability, as the newspaper is the world's greatest teaching force, is the reply of Louis Meyer, Oakdale (Calif.) *Leader.* Then he presents this:

"In twenty-five years of newspaper work I have run across licensed lawyers who were blacklegs, licensed physicians who practiced crime—I have watched licensed plumbers who couldn't tell the difference between a steam pipe and a sewer connection; I have ridden with licensed elevator pilots who were a menace to life, and with licensed automobile drivers who had as much business behind a steering wheel, as a 2-year-old baby.

"Gov. Richardson, who is also president of the California Press association,

LOUIS MEYER
Oakdale (Calif.) Leader

wrote in vetoing a bill, which would have prevented school boards from discharging a teacher: 'The good teacher doesn't need such a law, and the incompetent shouldn't have it.' I think the same argument holds good with the present proposal to license newspaper men."

S. H. ROBIE
Chelsea (Mass.) Evening Record

"If editors did half the things done by some men who now pass examinations before practicing, their lives would not be long enough to serve the sentences of the courts."

WITH an obvious show of front, some authorities have asserted that, in many cases, *community newspapers (dailies and weeklies) have been going after "national advertising" largely because it seems "an easier way" than going out and selling the local merchant ideas and space.* Some newspaper authorities have admitted that "there is something to that charge".

But, the fact remains that the community newspaper field is a tremendously valuable potential for national advertisers. In addition to instances of bad routine and unbusinesslike methods in some community newspaper offices making it more than difficult for agencies and advertisers to use them for national copy, are there other reasons why community newspapers are not used more by national advertisers?

Here is an answer which will prove to be a "new slant" to many newspapers, and to some agencies too. It indicates that *if the community newspaper is to get its share of national copy, it must first do WELL the other part of the job—SELLING THE LOCAL DEALER IN THE SMALLER CITIES AND TOWNS ON ADVERTISING.* This article, prepared for a newspaper association convention, by a widely-known agency executive, is worth most careful consideration.—*J.L.M.*

SELL LOCAL FIRST

Neglect of Home-Field Advertising Is Helping to Retard National Business

By WALTER F. DUNLAP

THE community newspaper, daily or weekly, represents a field which could and should be one of the most productive for the use of advertising, and *that* field is *not* that very thing.

If you were to ask me what is the most powerful selling influence in the small town market, I would name the community newspaper as second, and as *first* the dealer himself. In the small town the dealer very often is a local product. He knows every resident of the village or city, knows not only the heads of the families but the wives and the children. In many cases he attended school with them. Perhaps he is a member of the same church or the same lodge. He takes himself seriously. He is honest, upright and *his trade has confidence in him.*

Consequently, when they come to him for a Willard Battery or some other article which has been sold to them through advertising, because of the confidence they have in him he has little trouble in swinging them over to an unknown battery which he states is giving better service or satisfaction—the battery on which he is sold and which he sells. We have found proof of this many times in the sales records of manufacturers who are non-advertisers.

AS A matter of fact, when the ordinary manufacturer who has not advertised, comes to us and tells us that he has built up a business of a million dollars, we are able to turn to him and say with all the confidence in the world "Your business is largely in the smaller towns, is it not?" He is surprised that we seem to know this, and yet it is logically so. Here, in spite of the advertising of strong competitors, he is able to go in and *by selling the dealer* build up a real business.

He is not able to do this in the larger markets, and again might I say logically so. When we get into the larger markets, or the farm field ten or eleven miles away from the town, we get into territory where this personal influence does not have the same effect and where the attempt to substitute is looked upon with suspicion. Very often non-advertisers are forced to become advertisers because of this fact.

WALTER F. DUNLAP
Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, Wis.

The dealer's influence is more powerful than the influence of advertising in your paper. If this influence, however, can be arrayed on the side of the advertising, then you have a unit which will bring about results far in excess of anything that could be offered in an advertising way in the larger cities. And it should be so, would be so, if you had sold your dealers upon the work that is being done by the neswpaper.

I HAVE often said that if you would drop me on the street of any city and let me walk around for a little while, I could tell you the kind of a newspaper that town had. If it is a real newspaper, headed by a man who is building for bigger things and who does not believe that the greatest thing he can do is to write editorials or the gossip of the village, it will be reflected in his city, because the newspaper is the greatest moulder of public opinion that exists.

Manufacturers, realizing that this double tie is more and more necessary, have begun to ask the newspaper what they will do in the way of getting the co-operation of the dealer.

If one dealer will get behind an advertised product in a town, he can make that article profitable to the manufacturer and to the newspaper and to the dealer. If the dealers would only appreciate what a moulder of opinion the publications are, I think their attitude would be different.

You will often see in some daily newspaper an advertisement of a new vacuum cleaner, a new washing machine. Some live dealer has taken it on and is seling it. The business on that particular product begins to grow. Women talk to each other and now there is room for another washing machine and another vacuum cleaner in that town.

The habits of the women have been changed by the suggestion of new methods. *Dealers do that themselves many times. They do it most of the time,* as you will find if you will look at the foreign advertising columns of your paper. Probably 90% of your space is paid for by the local dealer. That costs real money. He is paying for the educational work. However, if he were only willing, instead of his paying for 90%, the national advertiser (a manufacturer) would be perfectly willing to pay that 90%,

only asking that the dealer then handle and push the merchandise that he was advertising.

There is a selling job to be done today to your own dealers and if this job is consummated properly, yours is a double profit—the profit of increased advertising from your home dealers and the profit of a tremendously increased advertising in your foreign department.

NOW let me speak for a moment of the liability side. Many of you, probably most of you, are progressive energetic business men. However, the foreign advertiser must look at things from the standpoint of the law of averages.

Recently we induced an advertiser to take space in 350 weekly newspapers. We sent with this order a request that they attach a checking copy and bill us promptly. *Eighty-five newspapers paid no attention to our request. Four of them did not run the advertisement at all.*

We wrote another letter asking for bill and checking copy, sending the letter under *registered mail.* Forty-five of the eighty-one responded, although it took us 60 days to get in this number of bills. Then we wired the remaining forty-five for bills. The last I knew of this case, we have not received the last bills yet.

In another case we sent out two 7 inch ads to appear in 60 weekly papers right in our home state, Wisconsin. Months later it came to my attention that bills had not been received from twenty-five of the sixty newspapers.

I leave it to you if that isn't making it just about as hard to do business as possible?

An advertiser said that he would like to use some space in his old home paper. He asked us to write and get the advertising rates and, as soon as we got them, to place a contract with it. We wrote for the latest rate card. Receiving no answer, we wrote again, sending copies of the letter both times to the advertiser. He then told us that if they did not reply, to forget it.

Six months later we received a letter from the editor saying that he was just cleaning up his desk and he came across our letter and was enclosing a rate card.

When we stop to think of newspapers in a small town, there are certain localities that stand out because of the progressive attitude of the newspaper's management and the consequent fact that the publication is sold to the people in its community and to its dealers.

ONE can sit back and wait for the more profitable days that surely and truly lie ahead. Or one can take one's work seriously and *sell the local dealers on the power of advertising* and the desirability of handling advertised products. *When you have done this, you have but to write the manufacturer to be assured of a part of his advertising. Manufacturers are waiting.* How true this is I might demonstrate by saying that each year with one of our advertisers we set aside a fund of close to $10,000 to be used in the smaller towns where we find a dealer and a newspaper both live enough to be tied together.

12-em COLUMN SHOWING UP FINE ON PROFIT SIDE

N. E. A. Pays Tribute to Big-City Brothers For Leading the Way to Easier Production

INQUIRIES continue to reach *"NPJ"* as to the advisability and profit of "going to the 12-em column". A number of articles have been published, presenting the experiences of both large and small newspapers. The wide-spread interest connected with these articles is indicated by recognition for the subject from the community newspaper standpoint in the report of the advertising committee of the National Editorial Association for 1926. The committee consisted of E. K. Whiting, chairman, Owatonna (Minn.) *Journal-Chronicle;* W. H. Bridgman, Stanley (Wis.) *Republican,* and C. L. Hobart, Holden (Mo.) *Progress.*

"The necessity of materially increased revenue or marked increase in production costs," says the report, "is conceded by all who have given the matter serious consideration.

"The metropolitan press several years ago set a good example for their country brothers in adopting the cash in advance policy in their circulation departments. It would seem to your committee that they have again pointed the way whereby the country weekly may add materially to its advertising revenues and at the same time reduce to some degree their cost of production by changing from the 13-em to 12-em column newspaper.

THIS plan has been given careful and thorough trial by many country publishers in various parts of the country with apparently unanimous approval. One publisher says, 'After eight months trial we are firmly convinced that it should be adopted universally.'

"The size of a regular six-column 13-em page is 13⅜ inches wide by 19¾ inches long, or 118½ column inches. By using 31x44 stock, which will be furnished by all paper houses, and reducing the measure to 12 ems, increasing the length of the columns to 20½ inches, allowing half-inch margins on sides and three-quarter inch top and bottom, giving the sheet the appearance of the city daily, gives 143½ column inches to the page—over twenty-one per cent increase of printed matter.

"The adoption of the 12-em column automatically increases advertising rates approximately 20 per cent and in many instances does away with the necessity of additional pages, which, as has been shown in foregoing paragraphs, cost from $24.00 to $33.00. Your committee is convinced that this plan is worthy of serious consideration by country publishers.

IN concluding this report your committee wishes to stress the apparent necessity of the establishment of better business methods by country publishers. These methods include accurate accounting; prompt and business-like attention to correspondence; and last—but far from least—the acquisition of accurate and uniform production costs in the individual plants.

"The human race is loth to profit by the experience of others and your committee is firmly convinced that *adequate advertising rates will not be generally secured until there is established in the majority of offices a real business compass in the form of an adequate and truth giving Cost System.* By no other means will it be possible to open the eyes of country publishers to the true conditions in their own plants and what it actually costs them to produce an inch of advertising. Speed the day when we may delete the word GUESS and substitute in its place the far safer and more satisfying word KNOW."

FREE SPEECH

HENRY WARD BEECHER

THERE is tonic in the things that men do not love to hear. Free speech is to a great people what winds are to oceans and malarial regions, which waft away the elements of disease, and bring new elements of health. And where free speech is stopped miasma is bred, and death comes fast.

MANY CAN GO Through the MOTIONS; But, WHO CAN THINK "ON HIS OWN" : :

IF YOU WERE TO BE ASKED THE QUESTION SET DOWN BELOW, COULD YOU ANSWER IT : : : AND, HOW WELL?

A FRIEND who is an authority on business organization was lunching with the president of a company for whom he had just completed a survey.

"Well, what do you think of us?" asked the president, who obviously wanted to be told something pleasant.

"Before I answer that question I'll ask you one," my friend replied. *"Suppose that tomorrow morning no mail was delivered at your office, no telegrams arrived, no phone calls were put through, no visitors admitted. Suppose, in other words, that every one of your executives came down to find his desk absolutely clear. How many of them would be able to keep busy through the day?"*

The president thought for several minutes, running over his associates man by man. "I can think of four men who would qualify," he said, finally.

"That's about what I should have guessed," my friend continued. "You have more than 500 employes. At least 50 of them are paid large salaries. Yet *only four of the whole crowd are really capable of independent thinking.* The other 496 just go through the motions. They answer such letters as come in; pick up the receiver when the telephone rings; deal with people who call. *Four hundred and ninety-six doers, and only four thinkers.* That's the trouble with your company."

MOST of us, and I include myself among the number, let our jobs run us instead of running our jobs. We are so busy responding to immediate demands that we neglect the most important thing of all, which is to organize and then sit back and think more money into the bank.—*Ex.*

9 HELPS BUYERS OF PRINTING CRY FOR

And, Two or Three of the Reasons Why Service Work Sometimes is a Failure

By BERNARD LITCHENBERG

SMITH & Co. are an average printing house. For a number of years they have had a desultory business contact with the Jones Manufacturing Corporation. One day Smith, looking over his accounts realizes that the few booklets and office forms they have produced at irregular intervals for Jones total an insignificant volume of business from an organization as large as the Jones outfit. So he decides to remedy this situation.

The next time he has the leisure, he studies the few pieces of Jones literature in his files, calls in an artist and gives him instructions to work up a visual which can't help but hit the Jones outfit right between the eyes.

Now, for a price that will be as attractive as the visual. Jones is a close buyer, so the lower the price the easier the sale. A few minutes' figuring and he has it, by the simple expedient of working into the specifications an odd lot of paper stock.

A FEW days later, Smith armed with the visual, his estimate and more enthusiasm than he has had for months, calls on Jones.

The latter, a busy gentleman, listens patiently, looks at the visual, examines the costs, settles back in his chair, eyes Smith with a cold, glassy stare and says in substance: *"No, it doesn't interest us. We are not building that model this year and besides we have changed our sales policy."*

BERNARD LICHTENBERG
Assistant Advertising Director
Alexander Hamilton Institute
(C—Underwood & Underwood Studios, N. Y.)

Smith has never forgotten that interview. "No, sir," says Smith, "let the shoemaker stick to his last and the printer to printing! A printer should concern himself only with the *mechanical production.* He is nothing more or less than a manufacturer who builds to individualized specifications. It's up to the advertiser to work them out—to specify everything he wants to go into the job. I'm through trying to give service or advice that isn't appreciated or even wanted! "

This printer lost out because the inspiration for his idea came from a selfish motive, namely to get business for the printer—not business for the advertiser. And secondly, it was of mediocre construction, for it was built with obsolete materials, the result of inadquate knowledge of the advertiser's current needs.

A PRINTER need not feel he is trespassing on sacred precincts when he penetrates into the advertiser's territory *if* he brings with him a sincere desire to co-operate constructively toward the production of more effective direct advertising. But *he must shape his service to cope first of all with the advertiser's immediate needs rather than his own.*

Will the advertiser resent advice or help from a printer? Certainly not—not if the printer knows what he is talking about. And there is no reason why he shouldn't. He doesn't need to be an advertising expert to know that a catalog or any other direct-mail piece is in the first and last analysis nothing more nor nothing less than a sales medium—a silent salesman, if you choose to call it such.

You wouldn't think of sending your highest priced salesman out on a trifling missionary errand to a small dealer. Nor on the other hand, would you send an office boy to close an important sales contract. The same line of reasoning holds true in determining the character of a piece of direct advertising. It should be designed and built to fit the job it is required for. Price alone can contribute little to its performance ability. Here a printer can be of invaluable aid to the advertiser.

A printer need not have a creative department to be of real service to the advertiser along this direction, if his volume of business does not warrant such an expense. In his intercourse with other advertisers the printer accumulates, whether he realizes it or not, a vast fund of information having to do with the design and use of direct advertising. This he can apply to other advertisers' needs.

Take, for instance a catalog. The

GETTING BUSINESS for the PRINTER vs. GETTING RESULTS FOR the ADVERTISER

advertiser specified a six by nine size. The average printer instinctively approves this size, for it cuts without waste from standard paper stock. But here again the printer makes a big mistake when he approves it *solely* because it simplifies his mechanical problem. He must look beyond that. He must project himself into the advertiser's position and consider whether or not six by nine *is*, in this instance, the best size. Nine chances out of ten, odd dimensions lend more distinction to the catalog. A few cents' worth of paper waste per ream doesn't compare in cost with the loss of sales influence which frequently amounts to thousands of dollars because of the blind worship to standardization often carried to absurd extremes.

The same thing holds true in the matter of type selection.

I WANT to emphasize the importance of the judicious use of color on direct-mail pieces and point out that here again is an opportunity the printer has to serve the advertiser.

There is a tendency, which is as pronounced among printers as advertisers, to abandon all caution and hurl all the dictates of common sense and good taste to the winds when it comes to the employment of color, whether in a catalog, a folder or a broadside.

Color, I believe, has been utilized to cover up more sins of omission and commission in direct advertising than any other single element which enters into its creation.

"Plenty of color!" demands the advertiser, "we want to 'high-hat' the appeal."

His copy may be flat and his layout drab, but the magic stimulus of color will pep up the whole piece.

"Plenty of color!" echoes the printer, "it will cover up a lot of poor presswork, that is, if we spot it around, so close register isn't necessary."

Then there is the other extreme, with the advertiser eliminating all extra color for the sake of economy regardless of his needs, and the printer doing likewise to eliminate as many impressions on a job as possible so his estimate may be a rock bottom figure.

The printer can well serve the advertiser in carefully analyzing the color requirements.

I RECENTLY wrote to twenty-six of my friends to ask them how much they depended on their printers and what they want printers to help them on. At least I discovered from their answers that they feel as ignorant of the technical side of this subject as I do. And here is what they told me they want::

LOOK Beyond Mere Simplification of Mechanical Angle : : :

TOO Much Color? Too Little Color? The PRINTER Knows!

1. They want you to give particular attention to the finished composition in relation to careful spacing, leading, and make-up. On booklets and bookwork the leading and make-up in relation to the page size and position on pages are very particular.
2. They want you to suggest printing papers of the proper texture, color and weight that will serve the purpose for which they are intended, and which can be purchased at a suitable price.
3. They expect you to be familiar with paper sizes, and with sizes that will cut economically from a full sheet. If one of them has made up a dummy of an uneconomical size, he wants you to call his attention to the economy of standardization.
4. They want you to suggest unusual and attractive folding, etc., in addition to being familiar with postal regulations, particularly with the difficulties encountered in the mailing of pieces of objectionabls size or make-up.
5. They expect you to know something about color harmony betwen paper stock and inks, etc., and something about mixing of inks in order to get the proper tints or shades to harmonize with stock.
6. They expect you to know the technique of engravings, and be in a position to order properly or to advise them how to order; so that the engravings will be made to suit the stock—retouching of photographs, color plates, line plates, square halftones, vignetted halftones, highlight halftones, laying Ben Days, etc.
7. They want you to be familiar with prices for various kinds of work, and in a position to check up charges on the work.
8. They expect you to know good presswork and how to get it, in relation to make-ready, color and impression.
9. They want you to oversee the packing and shipping of *fine* printing, or advise their shipping department of the necessity of proper handling.

AND I want to let you in on a *secret*—a secret that is common knowledge to every advertiser and must be well known to many of you—and that is, without a single exception, all of the advertisers who answered my letter gave the universal cry—(1) let the printer have the guts to tell us when we are wrong, (2) let him have the intelligence to suggest a better way, and (3) for heaven's sake, let him use his common sense.

That cry, gentlemen, is a cry in the wilderness of the advertisers in this contry, which is being met in some measure by a small percentage of the printers, and I hope before long will be met and answered by most of them.

HOUSE IS BUILT OF NEWSPAPERS

THE first house in the world to be built of newspapers is to be found in the Pigeon Cove section of Rockport, Mass., where a "paper" bungalow has been erected by an enterprising Cambridge man, Ellis F. Stenman.

The real origin of the innovation can be traced to Mr. Stenman's habit of saving his daily newspapers, which came to occupy an alarming proportion of his cellar space. If he could compress his thousands of newspapers, something might be done which would solve the whole problem regarding both the newspapers and the bungalow he had long wanted.

In all something like 25,000 newspapers have gone into the walls of the Stenman bungalow. The walls are made of boards six inches wide and three-eighths inch thick. These boards are made up of 52 thicknesses of paper pasted on each side, folded and pressed in a two-ton press for twelve hours, and then dried. After these strips had been nailed to the frame of the house they were covered with diamond-shaped shingles made of 20 thicknesses of paper, glued, folded and pressed in the same way as the wall boards. Coats of varnish were finally applied until the surface had a shiny appearance.

The experiment has apparently been very successful, as the bungalow withstood several heavy rain and wind storms.

—*Philadelphia (Pa.) Typothetae*

VIEWS OF ONE NOW PAST EIGHTY YEARS OF AGE

HE knew nothing at all about the business and profession when forty-five years ago, he entered it, replies J. M. Page, Jerseyville (Ill.) *Democrat*, and he hadn't gotten past the eighth grade; he borrowed the money. He points to his present business and plant, exceptionally large for the size of town, and wonders if he could have passed any examination when he started. He isn't much taken with any prospect of asking publishers to "get before some high muckymuk" who got himself on the board of examiners.

National — Send An Idea

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

ROUND TABLE of ROUND TABLES

Specimens of Field Managers' Association Methods and Results Solving Difficulties and Puzzles for America's Community Press

THE fourth annual convention of the National Organization of Newspaper Association Managers held in St. Paul, Minn., late in August, was without doubt the most comprehensive "Round Table" in the history of the American printer-journalist. As a method for holding fruitful gatherings, it was a model. It was "all round table", with a well-defined list of subjects, and a list that covered to a large extent all major problems. The meetings showed preparation. Every field manager not only asked questions, but helped to answer—not with mere theory, but with practical experience.

"NPJ" does not print routine convention reports. It endeavors to pick the high-spots, the "new practical angles", out of the chaff-and-wheat of important association meetings. The field managers' convention may be said to have been "all-wheat"—the bran, too!—so far as community journalism of America is concerned. Of the 13,000 newspapers on this continent, more than 10,000 are community dailies and weeklies. *"NPJ"* hereunder prints a digest of some of the findings during the field men's convention. It is less of a report, than a "sample" of the convention's values. In future issues, various subjects will be developed in detail.

Here the editor gratefully acknowledges another debt to Ole Buck, secretary of the association, and the Nebraska field manager, who is one of the fathers— if not *the* father—of the field men's organization idea, following years of battle in perfecting the state, regional and local *practical* newspaper association ideas, so far as it is within the ability of a single, tremendously earnest and deeply understanding newspaperman to get such results. Mr. Black has kindly furnished material for the digest of the convention appearing hereunder.

PRESIDENT BEMIS' "OPENER"

"IT IS agreed that as yet field work in newspaperdom is still in its infancy," said President Ed. A. Bemis (Colorado) in opening the meetings. "Those whose attention is worth while have expressed themselves as being most sincerely in sympathy with the field activity and believe it has reached national scope, thus entitling such a convention as this to the support of those who profit by the activity." Mr Bemis urged carrying the field manager idea into every state; holding regional as well as national conventions; handling the free publicity evil through some national board as the *Four As;* the teaching of future field managers; providing for positive circulation statements and businesslike dealings with agencies; co-operation with the N.E.A.; handling the collection agency and mail want-ad evils. *"We find it our duty to formulate plans which will be effective weapons in steering the organized newspaper industry through the vast sea of advertising leeches, illegitimate agencies, improper ethics, poor business methods and the multitude of other things gnawing at the heart of the industry.* Let us then see that we carry back to our respective states such practical and profitable plans as are possible to obtain from meetings of this character."

CUP CONTESTS: The general opinion seemed to be that such contests as operated up to this time, are of doubtful value. Only a comparatively small number of publishers compete, and they are much the same every year. Various expedients were discussed for getting results, but there was no agreement as to their value. Utah and Michigan have discontinued contests. It is difficult to get competent judges, and difficult for judges because there are no established standards for guidance. Washington spends time at each annual session discussing and criticising papers that are submitted for such action. No prizes are awarded.

FREE CIRCULATION PAPERS: Most such papers are failures because they are not newspapers; they are run for advertising only, and are nothing more than handbills. There are some outstanding successes. Kennedy cited the price that daily papers pay for circulation as an evidence that country papers might be circulated free, and gave details of some experimental work he has had done in his state. In these experiments he proved that it does pay to circulate a paper free, or at a nominal price. His argument was that the more thoroughly a paper covers its field the better chance it has to sell its space. The point was raised as to whether the publisher of such a paper should be allowed press association membership. Practices differ in various states. A free circulation paper is not a legal paper in some states (Nebraska for instance).

TWO PERCENT CASH DISCOUNT: The concensus of opinion seemed to be that no cash discount should be allowed unles the money is actually received within a reasonable discount period. The remedy appears to be to do away with all cash discounts, but it appears difficult to get any unanimous action among publishers on this matter. Representatives stated that cash discount is refunded to the advertiser, and not retained by the agency.

AGENCY COMMISSIONS—NET RATES: Several instances were cited of publishers who charge a net rate for space, to which agencies must add commissions, and such publishers appear to have no trouble. The opinion was expressed that small papers might benefit if the commission system is abolished.

ELECTION OF OFFICERS: All officers were re-elected. They are: President, Ed. A. Bemis; vice president, Len W. Feighner; secretary-treasurer, Ole Buck; directors, Ben Read, C. L. Caswell, C. N. Little.

INVITATIONS FOR NEXT MEETING: Detroit, Omaha, St. Paul, and Kansas City were considered. It was decided to hold the 1927 conference in Kansas City the week of September 12.

ASSOCIATION FINANCES: All the managers have or have had more or less difficulty in raising enough money to cover the cost of necessary operations.

NATIONAL EDITORIAL ASSOCIATION: President Roe and Secretary Hotaling of the N. E. A. took an active part in this discussion. The utmost friendship prevails between the N. E. A. and the managers and there will be no limit to their co-operation except opportunities for co-operation. The managers went on record in favor of the N. E. A. compiling a national rate book, and endorsed the proposal to have N. E. A. promote a uniform billing system. It was also suggested that the N. E. A. create an advertising bureau for the purpose of compiling information regarding the country field for the purpose of selling this field to general advertisers. This will receive serious consideration from all concerned.

PRINTING AS A PREFERRED CLAIM: Because the cost of printing is mostly labor, many printers cling to the idea that in cases of bankruptcy, etc., a claim for printing should have the same status as a labor claim and be preferred over ordinary claims. A prominent St. Paul attorney explained the impossibility of enforcing such a law because the printer turns his labor and materials into merchandise, just as any other manufacturer does. Speaking of libel suits, this attorney said they rarely win because of the difficulty in proving damage. He expressed the opinion that publishers should hold attorneys personally responsible for fees for the publication of legal notices, that it is up to the attorney to get the money from his client.

RETAINING AN ATTORNEY: The Washington association retains an attorney by the year to look after its legal interests. Kennedy says this is one of the best investments they make.

SELLING THE COUNTRY FIELD: Washington is trying the experiment of employing a salesman to sell space in a wholesale way. He has not gone into the general field, but confines his efforts to Pacific Coast advertisers. He represents both dailies and weeklies, and the expense is taken care of by the papers he represents. The plan seems to be working out satisfactorily, but Kennedy reported difficulties in apportioning orders to the satisfaction of publishers.

SURVEYS: The value of making surveys showing number and kinds of business in towns, and other information, so that general advertisers may determine the outlets and possible demand for their products, was discussed. The value of such surveys cannot be disputed, but much difficulty may be expected in compiling them, and considerable labor will be involved.

THE IOWA IDEA: Caswell and Tucker reported on the special effort that is being made by some Iowa publishers to attract general advertisers to their papers. This is an organization separate from the state press association, which includes one or more publishers in each county. Expense of operation is high, but the organization is getting some business, and it may be a success. Fear was entertained that this organization might react against the state association; but, so far, there is no evidence to this effect. Caswell says the idea will spread to other states if it is successful in Iowa. Minnesota tried such an experiment a few years ago but failed, largely because it was found impossible to get capable salesmen.

STATE CONVENTION PROGRAMS: Some of the managers keep clipping files of programs and get ideas from those files. Headliner speakers, round tables, talks by practical men both in and out of the newspaper profession, are all considered good. Ample time for discussion of papers, talks, and ideas, is considered essential. All agreed as to

"NPJ" ROUND TABLE
(CONTINUED)

the undesirability of too much entertainment. The most practical plan seems to be two meetings a year, one strictly business, the other an outing.

DISTRICT MEETINGS: It seemed to be agreed that, properly used, the district is the foundation upon which all newspaper organization work is built. The advisability of the N. E. A. organizing on a district or regional basis was discussed.

UNIFORM BILLING SYSTEM: George Cushing, of the McKinney, Marsh & Cushing agency, took up the matter of uniform billing, exhibiting numerous specimens of improper billing, and explaining how such billing delays settlement with publishers, and increases operating cost and difficulties of agencies. He also exhibited a sample form of billing, which was discussed and criticised, and finally recommended to the N. E. A. to be promoted by that organization. Wright A. Patterson, for the Western Newspaper Union, promised to make up the form in plate. Speaking of Ford advertising, Mr. Cushing says that his concern is not and never was owned or controlled by Ford, and that the A. P. A. participated in that business by invitation. He explained that all Ford advertising has now been discontinued and that there is no certainty about when it will be renewed. Consequently, all Ford advertising is now solely up to local dealers. Mr. Cushing's firm is now marketing an advertising service for Ford dealers. He was emphatic in expressing the opinion that country papers need representation in the general field. He said it costs his concern an average of $1.09 each to handle newspaper invoices. He explained how managers might be of substantial aid to their publishers and to the agencies by monthly letters or bulletins to agencies regarding trade conditions, by making surveys and reporting results, and by following out a systematic general plan of helping agencies gain information and keep informed on the respective states. Standardized checking systems, tear sheets, reasons why complete copies are sometimes necessary, and other features of agency relations and the advertising business in general, were discussed. He expressed the opinion that Ford will never again use magazines. The advisability of having two rates, local and foreign, was also considered. This practice is not confined to small papers. The Toledo **Blade** foreign rate is twice its local rate. Small papers are not alone in improper billing. Some of his most glaring difficulties were with metropolitan papers. Mr. Cushing favors same rate to all advertisers, and says that other things being equal an agency is likely to discriminate against a paper making a charge for composition.

SCHOOLS OF JOURNALISM: Professor Radder of the Indiana University School of Journalism, spoke briefly. It was recommended that journalism students should be hand picked, that no young person should be encouraged to enter such a school unless he, or she, shows special aptitude for such work, and that local publishers should be most able to make such selections. There is plenty of work for students when they are ready, in advertising agencies, as teachers, and in other fields, as well as in various newspaper capacities. In Washington, twenty-two newspapers are owned by and operated by university school of journalism graduates.

WHAT ARE YOU DOING? In a brief talk, John Meyer stressed the view that managers should be more active in showing what they have done in their respective fields, as well as what they propose to do. (This coincides with my views. I have frequently expressed the opinion that most of us are all too modest in playing up accomplishments, and value and importance of the field manager plan's actual results, etc., not only to the publishers we represent, but to our states, and to the public in general.—OLE.

The managers were and are highly appreciative of the many courtesies shown by Herb Hotaling, Herman Roe, Sam Haislett, the C. I. Johnson Co., the Western Newspaper Union, and by many others in St. Paul and Minneapolis.

FIELD MANAGERS CRYSTALIZE FINDINGS

RESOLUTIONS ADOPTED by the National Association of State Press Field Managers, 1926 convention, St. Paul, include:

RESOLVED that this conference express its continued confidence in the National Editorial Association; and promise support to the program outlined for the future, including that for district or division organizations. **We further recommend that the N. E. A. give a thorough investigation to the plan of issuing a national advertising rate book, to include all the weekly papers of the nation.**

RESOLVED that we pledge our co-operation with efforts now under way or that may be attempted by the newspapers of the country to dispense with the 2% cash discount now being taken by advertising agencies.

RESOLVED that this Association offers its co-operation to states contemplating the adoption of the field manager plan; and invites all prospective fieldmen to attend our annual sessions.

RESOLVED that we urge the National Editorial Association to undertake the establishment of a plan of guaranteed circulation statements for weekly newspapers and to confer with the Audit Bureau of Circulation to the end that this recommendation may become a reality.

RESOLVED that each state carry on an intensive campaign among publishers and they among their merchants to discourage circulation contests, advertising promotion schemes and all other affairs not founded on sound business principles.

RESOLVED that we urge advertising agencies to make use of the facilities of the field managers' office and assure them of our desire to assist them in their efforts to promote the idea of truth in advertising and to keep the agency business on the present high plane by taking steps to keep out of the advertising field those who are not reliable or financially sound.

RESOLVED that we endorse the adoption of the proposed N. E. A. uniform advertisinig bill or invoice for advertising and will use our efforts to promote such a standard in our respective states.

ANOTHER GREAT "ROUND TABLE" in Detroit Oct. 16-20

EDUCATION, Management and Marketing will be the trio heard at the 1926 annual of the United Typothetae of America, in Detroit, Oct. 16-20. It will observe the fortieth anniversary of foundation on Oct. 18. Sessions will be at the Book-Cadillac hotel. A number of delegations will come in special trains. Elaborate entertainment will be provided.

Departmentals and auxiliaries to meet during the gathering include: International Trade Composition Association, Law Printers' Division, Round Table for Secretaries Cost Accountants and Estimators, and the Salesmen's organization.

Dates for Printer:Publishers

October

INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION, 22-23, Detroit.
UNITED TYPOTHETAE OF AMERICA, Book Cadillac Hotel, 16-20, Detroit.
DIRECT MAIL ADVERTISING ASSOCIATION, 20-22, Detroit, Mich.
AMERICAN MANAGEMENT ASSOCIATION, 11-13, Cleveland.
EMPLOYING BOOKBINDERS OF AMERICA, 14-16, Statler Hotel, Detroit.
INLAND DAILY PRESS ASSOCIATION, 19-20, Chicago.
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 27-28, Hotel Mayflower, Washington, D. C.
EMPLOYING PRINTERS' ASSOCIATION OF AMERICA, 18, Book-Cadillac Hotel, Detroit, Mich.
DISTRICT NEWSPAPER CONFERENCE, 22-23, Iowa City, Ia. (In co-operation with Iowa State University Journalism department.)

November

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, 8-10, French Lick Springs.
ASSOCIATED BUSINESS PAPERS, INC., 8-10, Hotel Astor, New York, N. Y.
ASSOCIATION OF NATIONAL ADVERTISERS, 8-10, Ambassador Hotel, Atlantic City, N. J.

February (1927)

PENNSYLVANIA NEWSPAPER PUBLISHERS' ASSOCIATION, 18-19, Harrisburg, Pa.

N. E. A. COMMITTEE ON LEGISLATION

HERMAN ROE, President, has announced the following appointments: J. C. Brimblecom, Newton (Mass.) *Graphic,* chairman; Charles M. Meredith, Quakertown (Pa.) *Free Press,* and Elmer E. Conrath, Cuba (N. Y.) *Patriot.*

Also, the 1926-7 list of N. E. A. State Vice-Presidents:

ALABAMA—Marcy B. Darnall, Herald, Florence.
ARIZONA—Wesley Knorpp, Republican, Phoenix.
ARKANSAS—W. H. Plank. Record, Bentonville.
CALIFORNIA—Timothy Brownhill, Journal, Puente.
COLORADO—George C. McCormick, Express-Courier, Fort Collins.
CONNECTICUT—John E. Hersam, Advertiser, New Canaan.
DELAWARE—Theo. Townsend, Chronicle, Milford.
FLORIDA—John C. Lochner, Florida Publisher, Clermont.
GEORGIA—G. S. Chapman, Progress, Sandersville.
IDAHO—Henry C. Dworshak, Bulletin, Burley.
ILLINOIS—Paul Goddard, Reporter, Washington.
INDIANA—John D. DePrez, Democrat, Shelbyville.
IOWA—C. M. Richards, Chronicle-Democrat, Toledo.
KANSAS—O. W. Little, Enterprise, Alma.
KENTUCKY—J. Curtis Alcock, Messenger, Danville.
LOUISIANA—D. E. Gallagher, The Southern Printer, 625 Audubon Bldg., New Orleans.
MAINE—Chas. H. Fogg, Times, Houlton.
MARYLAND—Geo. C. Rhoderick, Jr., Valley Register, Middletown.
MASSACHUSETTS—Gardner E. Campbell, Daily Item, Wakefield.
MICHIGAN—M. H. DeFoe, Republican, Charlotte.
MINNESOTA—E. K. Whiting, Journal-Chronicle, Owatonna.
MISSISSIPPI—L. H. Bowen, Times, Brookhaven.
MISSOURI—J. S. Hubbard, Missouri Publisher, Columbia.
MONTANA—H. O. Woare, Reporter, Chester.
NEBRASKA—H. D. Leggett, Quiz, Ord.
NEVADA—Harold P. Hale, Independent, Elko.
NEW HAMPSHIRE—Chas. G. Jenness, Courier, Rochester.
NEW JERSEY—Richard C. Anzer, Hudson News, Union City.
NEW MEXICO—J. G. Greaves, News, Portales.
NEW YORK—C. G. Clarke, Record, Perry.
NORTH CAROLINA—J. A. Sharpe, Robesonian, Lumberton.
NORTH DAKOTA—M. I. Forkner, Republican, Langdon.
OHIO—C. R. Callaghan, Gazette, Bellevue.
OKLAHOMA—N. A. Nichols, American, El Reno.
OREGON—Hal E. Hoss, Enterprise, Oregon City.
PENNSYLVANIA—Marion S. Schock, Times, Selinsgrove.
RHODE ISLAND—Jonathan F. Comstock, News, Cranston.
SOUTH CAROLINA—Robert Latham, News and Courier, Charleston.
SOUTH DAKOTA—E. B. Oddy, News, Woonsocket.
TENNESSEE—Hugh J. Doak, Times, Manchester.
TEXAS—Mrs. Lee J. Rountree, Eagle, Bryan.
UTAH—Chas. England, Journal, Logan.
VERMONT—Harry E. Parker, United Opinion, Bradford.
VIRGINIA—Paul Scarborough, Tidewater News, Franklin.
WASHINGTON—E. L. Wheeler, Times, Waitsburg.
WEST VIRGINIA—R. H. Pritchard, Democrat, Weston.
WISCONSIN—Louis H. Zimmerman, Standard-Democrat, Burlington.
WYOMING—R. H. Alcorn, Republican, Rawlins.

LET THE TESTIMONY OF ITS USERS ANSWER YOUR QUESTIONS

J. A. HIGGINS MANAGER CIRCULATION 4000 WM. G. HERRON, EDITOR

THE COURIER PUBLISHING CO.

COURIER-CRESCENT — SEMI-WEEKLY

ORRVILLE, OHIO

June 19, 1926

The Goss Printing Press Co.,

Chicago, Ill.

Gentlemen,

We installed a second hand Goss Comet Press, purchased from the Chew Publishing Company of Xenia, August, 1920, and this press has been in operation since that time, with the best of satisfaction.

Our expense in upkeep during the six years has been practicelly nothing. The only attention that we have given the press was the repair of a cylinder track on the bed. We are safe in saying that the upkeep during that period of years has not exceeded twenty-five dollers. A man from the factory inspected the press once in that period of time.

We taught a High school boy the operations, and he has since been our pressman, and he in turn has teught another High school boy who is equally as proficient in operating the press. Each boy can handle the press work as competently as a high salaried pressman. In the six years we have never missed a publication, twice a week which is an exceptional record.

The web breeking trouble is a small item, as care and precaution is taken with the forms, and three months or more go by without the breeking of the web.

The possibilities of increasing the revenue from advertising is surprisingly large. Our advertising has increased fifty percent since the press was installed.

The emergency advertisers are now cared for, as heretofore the extra runs were made in advance. We never turn down a page ad on day of publication. With the old press it was physicelly impossible to accept that large an ad, as it threw us into extra peges. We are now running six peges regularly, and it is a very easy matter to change to eight pages.

We are entirely sold on the Goss Comet.

Yours very truly,

The Courier Publishing Company.

Jno. F. Herbst Editor

Upkeep?

$25 in 6 years

Operation?

Uses a high-school boy

Web Breakage?

A negligible item

Increased Profits?

50% increase in revenue from advertising.

Easy to take special page ads, on day of publication, and increase size of paper.

Satisfied?

ENTIRELY!

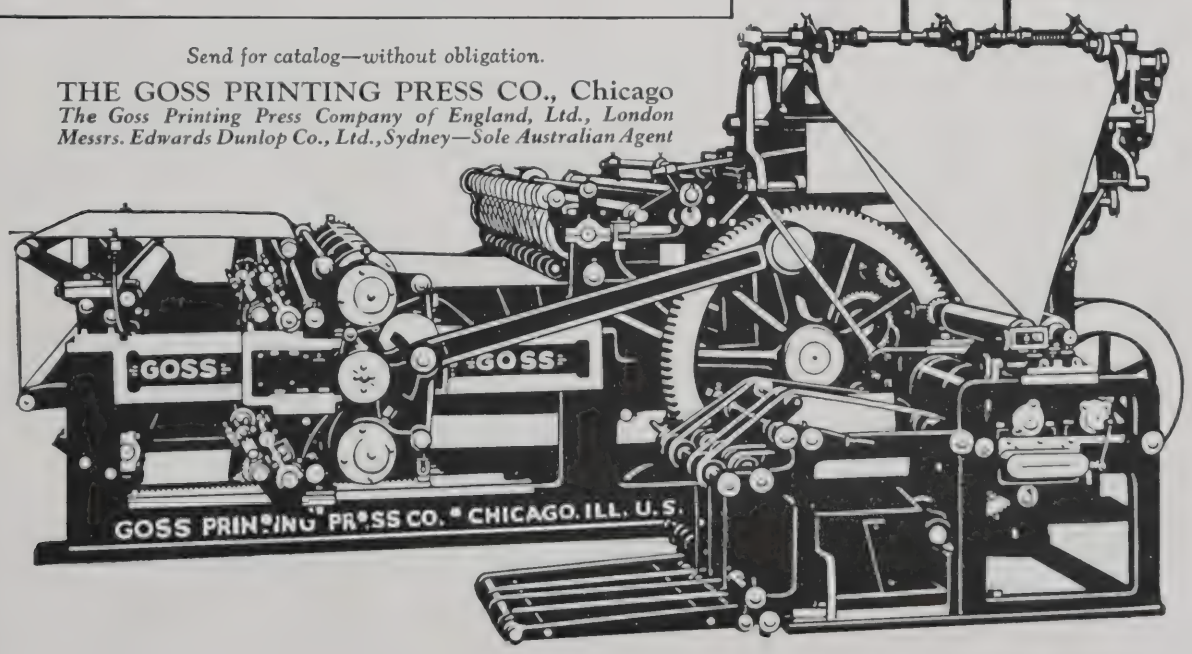
GOSS BUILT BY — THE GOSS PRINTING PRESS CO CHICAGO NEW YORK "COMET"

Send for catalog—without obligation.

THE GOSS PRINTING PRESS CO., Chicago

The Goss Printing Press Company of England, Ltd., London

Messrs. Edwards Dunlop Co., Ltd., Sydney—Sole Australian Agent



The Rockaway
AUTOMATIC
Spaceband Cleaner

has proven its great merit and is here to stay *as long as typesetting machines will use spacebands.*

Because it does better work than can be done by hand, does it in a fraction of the time and does it uniformly (which can not be said of hand cleaning), besides truing up the sleeve.

Don't be stubborn — give us a chance to prove our claims that we have a machine which will save you money and help you to produce better printing. You have nothing to risk, nothing at stake, if we can't prove our assertions! Our machine is in daily use in the largest newspaper plant in the world and in the largest commercial printing plant in the world; it is in daily use in nearly all civilized countries.

The following newspapers, after thorough tests, have installed the Rockaway Automatic Spaceband Cleaner:

Cappers Weekly, Topeka, Kans.
Omaha News, Omaha, Nebr.
Birmingham News, Birmingham, Ala.
Minneapolis Tribune, Minneapolis, Minn.
St. Paul News, St. Paul, Minn.
Winchester Sun, Winchester, Ky.
Rochester Times Union, Rochester, N. Y.
Buffalo Times, Buffalo, N. Y.
Ft. Wayne Journal-Gazette, Ft. Wayne, Ind.
Gazette Times, Pittsburgh, Pa.
The Times Mirror Co., Los Angeles, Calif.
The Fond du Lac Commonwealth, Fond du Lac, Wis.
The Belleville News-Democrat, Belleville, Ill.
The Ft. Worth Star-Telegram, Ft. Worth, Tex.
The Elmira Star-Gazette, Elmira, N. Y.
The Utica Observer Dispatch, Utica, N. Y.
The Peoria Journal Transcript. Peoria, Ill.
The Times Herald, Dallas, Tex.
The New Orleans Times-Picayune, New Orleans, La.
The Miami Herald, Miami, Fla.
The Schenectady Gazette, Schenectady, N. Y.
The Pittsburgh Press, Pittsburgh, Pa.
The Wheeling Register, Wheeling, W. Va.
The Providence Journal, Providence, R. I.
The Jackson Daily News, Jackson, Miss.
Houston Post Dispatch, Houston, Tex.
Fond du Lac Reporter, Fond du Lac, Wis.
Oshkosh Northwestern, Oshkosh, Wis.

We send all machines on ten days' trial — you are under no obligations until you accept it as satisfactory. Write us for descriptive literature and the opinion of users.

The Rockaway Company
3508 Grand Ave., MILWAUKEE, WIS.

"NPJ" ROUND TABLE
(CONTINUED)

PROTECTION FOR PUBLISHERS, BOTH WAYS

OLE BUCK, in the Nebraska Press Bulletin: "Field Manager Bemis of Colorado, wants to know what to do with the publisher who wants the manager to sell his business for him and get about twice as much for it as he would expect anyone else to get. *He should be consigned to the same place as the publisher who expects the field manager to get from five to twenty cents an inch more for his space than he will sell it for himself.* Field managers are not wizards, and it is no part of their duties to help anyone swindle a buyer by getting more for his product or property than it is worth. One valuable effect of the field manager system, though, is to help many publishers realize that if they want to get business they must be fair and business-like. This system establishes standards of comparison that no reasonable man can disregard."

Association Elections

NORTH LOUISIANA PRESS ASSOCIATION—President, C. E. Faulk, Monroe News-Star; vice-president, David W. Thomas, Ruston Leader; secretary-treasurer, Isaac Chapman, Webster Signal.

WASHINGTON STATE PRESS ASSOCIATION—President, Joseph H. Stoddard, Waterville (Wash.) Empire; secretary, Roy G. Rosenthal, Montesano Vidette; treasurer, Sol H. Lewis, Lynden Tribune.

NORTHWEST TEXAS PRESS ASSOCIATION—President, Sam A. Roberts, Haskell Free Press; vice-president, George L. English, Stamford Leader; secretary-treasurer, Ray Nichols, Vernon Record.

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS—President, Edwin A. Bemis, Littleton (Colo.) Independent; vice-president, Len W. Feighner, Lansing, Mich.; secretary-treasurer, Ole Buck, Harvard (Neb.) Courier.

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS—President, William J. Onik, Jr., Buffalo, N. Y.; first vice-president, R. H. Schwarz, Cleveland, O.; second vice-president, C. J. Hirt, Toronto, Can.; secretary-treasurer, George W. Beever, Baltimore, Md.; statistician, Fred W. Gage, Battle Creek, Mich.

"N::E::W::S"

NEW NEWSPAPERS, OFFICES, PLANTS

Flagstaff (Ariz.) Independent.
Springsville (Ariz.) Apache County Pilot.
Baldwin Park (Calif.) Progress.
Breckenridge (Colo.) Summit Gazette.
Grace (Idaho) Herald.
Marble Rock (Ia.) Journal.
Newton (Ia.) Plain Dealer.
Gillespie (Ill.) Record.
O'Fallon (Ill.) Record.
Ashland (Ky.) Advocate.
South Haven (Mich.) Daily News.
Oslo (Minn.) Journal.
Santa Fe (N. Mex.) Sun.
Winston-Salem (N. C.) Evening Star.
Sanish (N. D.) Missouri River Pilot.
Cleo Springs (Okla.) Major County News.
Olustee (Okla.) News—A. A. Baldwin.
Medford (Ore.) News.
Harlingen (Tex.) Valley Evening Globe.
Mayfield (Wash.) Record
Bluefield (W. Va.) Times-Leader.
Barron (Wis.) County Tribune.

REBUILDINGS; NEW HOMES; ADDITIONS

Flagstaff (Ariz.) Sun—Building home.
Monrovia (Cal.) News—In new home.
La Salle (Ill.) Daily Post—In new home.
Sheffield (Ill.) Walnut Leader—Building home.
Hutchinson (Minn.) Press—In new home.
Little Falls (Minn.) Daily Transcript—In new plant.
Lindstrom (Minn.) Chisago County Press—Building home.
Moorhead (Minn.) District Herald—In new building.
Alliance (Neb.) Times Herald—To build.
Paterson (N. J.) Morning Call—Building home.
Hartsdale (N. Y.) Herald—To build.
New York (N. Y.) Evening Post—In new plant.
Statesville (N. C.) Landmark & Daily—To build.
Salt Lake City (Utah) Deseret News—In new home.
Racine (Wis.) Times-Call—To build $50,000 addition to plant.

CHANGES IN MANAGEMENT

Benson (Ariz.) News—Will B. Kelly, new owner.
Kensett (Ark.) Bald Knob Review—H. Moore, new owner.
Texarkana (Ark.) Inter-State Journal—R. A. Guthridge and J. M Williams, new owners.
Healdsburg (Calif.) Sotoyome Scimitar—E. T. Kreftling, new owner.
National City (Calif.) News—Mr. and Mrs. George Allen, new owner.
Paso Robles (Calif.) Press—Interest of Fred J. DeMille bought by Fre J. Smith and Fred W. Smith.
Stafford Springs (Conn.) Press—Interest of Herbert L. Rickard bought b Harold W. Bruce.
Alexis (Ill.) Argus—Leased by Don R. McKelvy.
Antioch (Ill.) News—Homer B. Gaston, new owner.
Canton (Ill.) Daily Ledger & Register—Merger.

Success Bond

WITH a proud record of accomplishment in the service of business, SUCCESS BOND commands respect and confidence.

Some of the greatest insurance companies employ it for policies, possibly the highest tribute that can be paid to a bond paper. SUCCESS BOND is a crisp, crackly, cockle-finished sheet suggesting quality in every fiber, but in no sense suggestive of the moderate price at which it is available. Try it!

"Note the Tear and Wear as well as the Test"

DISTRIBUTORS

BALTIMORE, MD. ..... J. Francis Hock & Co.
CHICAGO, ILL. ..... Marquette Paper Co.
DALLAS, TEXAS ..... E. C. Palmer & Co., Ltd.
HOUSTON, TEXAS ..... E. C. Palmer & Co., Ltd.
JACKSON, TENN. ..... Martins-Currie Paper Co.
KANSAS CITY, MO. ..... Bermingham, Little & Prosser Co.
LOUISVILLE, KY. ..... Miller Paper Co., Inc.
MILWAUKEE, WIS. ..... The E. A. Bouer Co.
NEWARK, N. J. ..... H. P. Andrews Paper Co.
NEW ORLEANS, LA. ..... E. C. Palmer & Co., Ltd.
NEW YORK CITY ..... H. P. Andrews Paper Co.
NEW YORK CITY ..... Clement & Stockwell
NEW YORK CITY, ... A. W. Pohlman Paper Co., Inc.
OMAHA, NEB. ..... Field-Hamilton-Smith Paper Co.
PITTSBURGH, PA. ..... Seyler Paper Company
PORTLAND, ORE. ..... Blake, McFall Company
SPRINGFIELD, MO. ..... Springfield Paper Co.
TAMPA, FLA. ..... E. C. Palmer & Co., Ltd.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 1873 QUALITY

Ways and Means to New Accounts~ *and more profits*

Why not put ↓ on a special drive for new business? Here is a special line for a special purpose. It will make a refreshing change for your salesmen—will revive old customers, and start new ones.

Complete sample line in this Handsome Book—Free to responsible printers.

10 Holiday Letter Heads
26 Greeting Cards
12 Blotters
8 Calendar Pads

All lithographed by the well known Goes Direct Process.

To take the Goes Holiday Line to a new customer is like carrying glad news to a new friend—a good stepping stone to a long and happy relationship.

The book pictured here is a work of art and makes a splendid opener. It's 17⅝ x 11½ inches, and done in seven colors and black. It shows the complete line in full size and exact colors.

Let us send you a copy. No charge—we know you'll send us orders if you just show this book.

GOES LITHOGRAPHING CO.
41 East 61st Street, Chicago

3451-A

"NPJ" ROUND TABLE
(CONTINUED)

La Salle (Ill.) Post-Tribune—Merger.
Martinsville (Ill.) Planet—J. W. Hutchison and A. A. Richter, new owners.
Indianapolis (Ind.) Home News Publishing Co.—D. V. Gasson and Louis F. Rahe, new owners.
Marshall (Ind.) News—Frederick L. Cox, new owner.
Peru (Ind.) Chronicle—E. D. Cassell, new owner.
Pocahontas (Ia.) Democrat—Interest of W. W. Hudek bought by J. A. Eckenrod.
Postville (Ia.) Herald—William Klingbell, new owner.
Red Oak (Ia.) Sun—Frank Boll and Mrs. William Bole, owners.
Blue Mound (Kans.) Sun—T. E. Osborn, new owner.
Burdette (Kan.) News—M. T. Paehne, new owner.
Clayton (Kan.) News—Merger of News and Citizen.
Mulberry (Kan.) Independent—Stanton Hudson, new owner.
Ann Arbor (Mich.) Washtenaw Post—C. H. Hemingway, new owner.
White Pigeon (Mich.) News—Leased to Paul Henry and John Kasdorf.
Glenwood (Minn.) Pope County Tribune—Interest bought by Jesse Leedahl.
Moorhead (Minn.) Herald—Frank Ostman, new owner.
Osseo (Minn.) Press—H. W. Schultz, new owner.
St. James (Minn.) Independent—E. M. Cuppernull, new owner.
West Concord (Minn.) Enterprise—Interest of A. E. Pennell bought by L. W. Smith
Chester (Mont.) Reporter—W. C. Kester and Arnold H. Olson, new owners.
Dillon (Mont.) Examiner—Interest of E. I. Poindexter bought by Miss Clara Adams.
Harlem (Mont.) News—George S. Tout, new owner.
Three Forks (Mont.) News—C. H. Polk, new owner.
Chester (Neb.) Herald—Leased to Vaughn Brothers.
Dannebrog (Neb.) News—Harold E. Sorenson, new owner.
Ponca (Neb.) Nebraska Journal Leader—Chester C. Charles, new owner.
Goldfield (Nev.) News & Weekly Tribune—C. S. Herzig, new editor.
Aztec (N. M.) San Juan Review—George B. Bowra, new editor and publisher.
Winston-Salem (N. C.) Twin City Sentinel—Bought by Frank E. Gannett, W. M. Clements and Warren M. Ingalls.
Crystal (N. D.) Call—G. H. McQuary, new owner.
Ray (N. D.) Pioneer—Alvin D. Westdahl, new owner.
Wyndmere (N. D.) Herald—E. W. Bowen, new owner.
Bethel (O.) Journal—H. H. Knowles, new owner.
Cambridge (O.) News-Reporter—R. M. Scofield, new owner.
Greenfield (O.) Republican—Bought Bambridge Observer.
Mansfield (O.) Journal—Interest of Harry G. Brunner bought by R. C. Hoiles.
Marion (O.) Star—Murray Powers, new managing editor.
Perkins (Okla.) Journal—J. D. Smith, new owner.
Weleetka (Okla.) American—E. A. Gaston, new owner.
Hoven (S. D.) Review—P. H. McCarty, new owner.
Tolstoy (S. D.) Journal—J. C. Jacober, new owner.
Bullaard (Tex.) Herald—Hatley and Brooks, new owners.
Fredericksburg (Va.) Free Lance-Star—Merger.
Manassas (Va.) Journal—D. R. Lewis, new owner.
Almira (Wash.) Big Bend Outlook—Mrs. Mabel Krietz, new owner.
Langley (Wash.) Record—Leased to C. M. Hanson.
Spokane (Wash.) Woman—Pauline Suing Bloom, new owner.
Tenino (Wash.) Independent—Donald M. Major and Edward L. Keithahn, new owners.
Big Bend (Wis.) Outlook—F. A. Wilson and William Evans, new owners.
Rio (Wis.) Journal—Alvin F. Johnson, new owner.
Shiocton (Wis.) News—George L. Burghart, new owner.
Spencer (Wis.) Record—Interest of Carl H. Johnson bought by L. L. Messer.

: : *SELLING JOB WORK* : :

U. S. STAMPED ENVELOPE REVELATION

A. D. Bolens, Port Washington (Wis.) *Star*, in a convention address: "When this subject was before Congress not long ago, in our town with twenty-one manufacturing plants, I went to one of the largest who was using 2,500 envelopes a month. I asked how big his mail was. He said he didn't know. Checking up, he was astonished. He found it was 10 per cent less than the number of envelopes he bought, and *that* per cent was used for *private correspondence in his own establishment.* His impulse was to keep tab on the envelopes. I suggested he eliminate them altogether, to get regular envelopes and have his card printed on them, and use stamps. The result, in short, is that in our town only one concern uses government stamped envelopes and they have me put their imprint on these envelopes. None are buying stamped envelopes with the imprint on."

THIS FOLDER MADE "THEM SIT UP"

The Fowle Printing Co., Milwaukee, recently issued a three-fold color job to its mailing list of customers and prospects, entitled "A 12-word Catchline that Oversold Production." The story is about the results of a certain piece of service work done by this printing house. Inside, the folder showed reproduction in colors of a dozen mailing pieces recently gotten out for as many users of printed matter; the reader was invited to find the catchline referred to, among these. The user of the catchline was nowhere mentioned by name in the text of the folder.

"NPJ" ROUND TABLE
(CONTINUED)

KEEPS AFTER BUSINESS EVERY DAY

GRANT UTLEY, Cass Lake (Minn.) *Times*, has his job plant get up small envelope enclosure cards, boosting the department. Each is a neat, simple color job. Sometimes a card (they are issued in a steady stream) tells about Cass Lake, again about advertising, etc., etc. Mr. Utley uses a card to acknowledge orders, changing the style and text periodically.

MANUFACTURERS : SERVICES

NEW ANGLES IN GROUP INSURANCE

SYSTEMATIC THRIFT and group life insurance are combined in a plan now in effect at the Plimpton Press, printers and bookbinders, New York City. It also includes a visiting nurse service and distribution of pamphlets on health subjects. Funds accumulated by the employes are expected to total $400,000. The plan is underwritten on a co-operative basis. Weekly deposits by employes are supplemented by the employer. Employes having nine months service to their credit, are entitled to enter the thrift plan. The contract creates death benefits for the family or other dependents of an employe, through group life insurance, and provides for the employe totally and permanently disabled before age 60. Such an employe will receive, in monthly installments, the full amount of insurance established under the contract. The thrift fund is payable when an employe reaches a certain age, usually 60. If the employee dies before receiving the cash fund, an amount ranging from $500 to $1,000, plus a sum always greater than his total deposits to date, will be paid to his beneficiaries. After receiving the cash fund accumulated through his deposits, the employee will still have $1,000 life insurance, as long as he remains with the Plimpton Press, which will be paid to his beneficiaries in case of his death.

ADVANCED IN LINOTYPE SERVICE

ALFRED B. BEDELL, for several years a representative with the New England office of the Mergenthaler Linotype Company, has been appointed Linotype representative for central and northern New Jersey. Mr. Bedell has been with the Mergenthaler organization for fifteen years. He has worked in the assembling, rebuilding and other departments of the factory in Brooklyn, and later was at the Chicago agency, as a service man and erector. He has served as representative in North and South Dakota. During the war he was a pilot in the aviation corps. He next joined the New England staff of the Linotype company as representative in the states of Maine and New Hampshire, and part of Massachusetts. Mr. Bedell is the son of R. M. Bedell, a member of the Mergenthaler organization for more than thirty years, many of them as master mechanic of the Brooklyn factory. Recently he has been assisting John R. Rogers, consulting engineer for the company.

ALFRED B. BEDELL

YEARS OF PROGRESS IN THE GRAPHIC ARTS

UNDER THIS TITLE, an exceptionally attractive brochure was issued by the Hamilton Manufacturing Co., Two Rivers, Wis., in connection with the 1926 annual of the International Printing House Craftsmen. The convention was at Philadelphia, where the Sesqui spirit reigns. The publication was appropriately devoted to Ben Franklin. It opened with this prologue: "Frank-

FREE your Capital from standing forms!

Millions of dollars in the aggregate, are tied up in standing forms. How much of *your* money goes to make up this total, and unnecessarily so.

If you have a standard job press, you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

It's so easy to make your own Certified stereotypes.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can prove the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon and we will start sample and particulars on the way to you at once.

Certified Dry Mat Corporation
338 Madison Ave., New York, N. Y.
for wet mat printing with DRY MAT facility — use Certifieds.
Made in U. S. A.

Certified Dry Mat Corp.,
338 Madison Ave., Date . . .
New York, N. Y.

Gentlemen:
You may send us a sample of your Certified Printers' Mat, together with full particulars. There is no obligation on our part.

NAME . . . . . .

ADDRESS . . . . . .

By . . . . . Title . . . . . .

The ROSBACK Hand Perforator

New Model 10″

This little machine perforates full 10″ long. It has an open end, and by reversing the sheet a 20″ perforation can be made.

The whole frame is cast in one piece—it's strong and sturdy.

Power is applied on both ends—works easily without tiring the operator.

Inlaid tool steel die—steel stripper and music wire punches. *Die guaranteed to cut clean for five years.*

Rosback Quality—money and brains can't build it better. You can't wear it out. No advance in price.

For Sale by Dealers Everywhere.

BUILT BY

F. P. ROSBACK CO.

Benton Harbor, Mich.

The Largest Perforator Factory in the World

"NPJ" ROUND TABLE
(CONTINUED)

lin Would Ask, Have You Demonstrated a Willingness to Assit Fellow Craftsmen in Solving Their Problems? Have You Done Anything Directly or Indirectly to Advance Your Art During the Past Year? If You Have, then You Have Contributed Your Mite to the Furthering of the Principles of Real Craftsmanship, and Have Assisted Materially in Promoting the Welfare of Your Industry—You are a Worthy Craftsman." Following a presentation, "Franklin the Craftsman," the publication under "Liberty and the Free Press" and "keeping Step with Progress," shows a number of fine views of noted large and small newspaper and printing plants, and detailed the most modern installations of Hamilton manufactures. One of the articles, "Makeup on Newspaper Ads," by Supt. E. C. Pratt, Camden (N. J.) *Courier and Post,* lends a strong "experience" angle to the little volume, in addition to the various inspirational features, all very well done.—*J. L. M.*

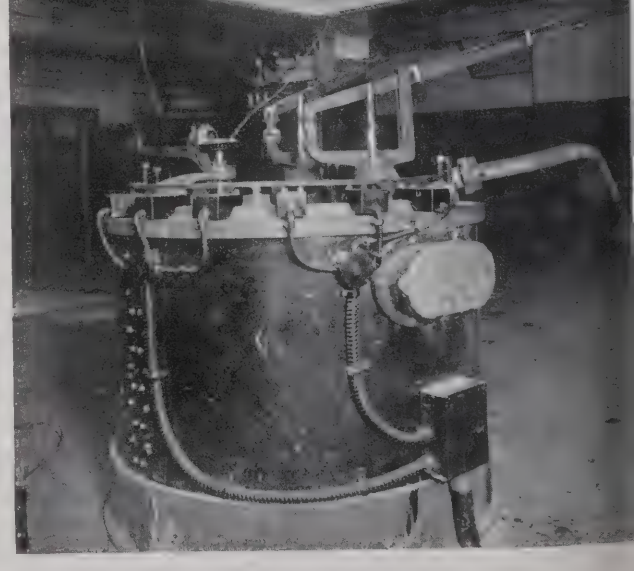
COMPOSING ROOM CALENDAR BY LUDLOW

A NEW mid-year composing room calendar has been issued by the Ludlow Typograph Company, Chicago, for use in composing rooms as an aid to superintendents and foremen in planning their work. This year-at-a glance calendar consists of a single 15″x24″ sheet printed in two colors on heavy coated stock. It shows an entire year up to June, 1927. Although the supply issued was limited, we understand that there are still copies available for those who write the Ludlow Company for them on their business letterheads.

ELECTRICALLY HEATED METAL POT SUCCESSFUL IN WATERBURY (Conn.) PLANT

A NUMBER of publishers and printers' organizations have made limited surveys among members as to the use of gas, electric and other heat for metal pots. The New England Association in such a survey brought out the use of an apparently unique installation in the plant of a member. **"NPJ"** has the following description of this installation from R. F. Newell, industrial heating specialist, New York City, and of the General Electric Co.

IN the new plant of the Waterbury (Conn.) *Republican-American,* W. J. Pape, publisher—the stereotype metal is melted in a 5-ton Hoe stereotype metal pot equiped with two pumps and one agitator. This pot is heated with electricity and is equipped with nine cast-in heating elements of the G-E Helicoil sheath wire type rated 5 KW each at 220 volts. The total load is 45 KW balanced 3 phase, and an automatic temperature control panel and thermostat with sensitive bulb in a well in the metal is used to maintain accurate temperatures in the metal. The heating elements are embedded in cast iron and are placed around the side of the pot in the metal and have terminals coming out over the rim of the pot where connection is made to the power line. Heat is provided for both



WATERBURY (Conn.) ELECTRICAL METAL POT

Storage Cabinet

Floor space overall, 60½ x 19 inches; Height, 74¾ inches.

No. 12428

No. 12428 Storage Cabinet

"Hamilton-made" equipment solves many problems.

THIS steel cabinet is for the convenient storage of large plates, or for quantities of small cuts where it is desired to keep all together for use on one job. Also used extensively for storage of circulars, advertising, proofs, dead copy, job tickets, etc. It is convenient, usable and desirable equipment for any office. The cabinet contains twenty-eight compartments, each measuring 14 x 18 x 8¾ inches. FINISHED in Olive Green Baked Enamel.

Built by the

Hamilton Manufacturing Company

Rahway, New Jersey. Two Rivers, Wisconsin.

Sold by All Prominent Typefounders and Dealers Everywhere.

50%

GAIN IN ONE YEAR

Why?

Quality
Service
Courtesy
Price

Four Reasons

1 lb. Satin Finish Job Black
1 lb. Holly Red
1 lb. Holly Green

$5.00 Delivered

1 lb. Bond Black No. 1—Gratis with above order

Mail Your Order
Or Send for Printed Samples

Dunham-Watson Co.
PRINTING INKS LITHO
638-44 SOUTH CLARK STREET
PHONE HARRISON 5859
Chicago

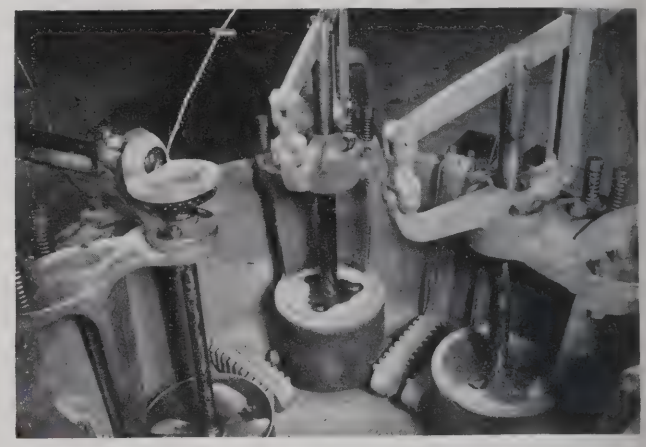
Branches:

Milwaukee, Wis.
368 Milwaukee St.
Broadway 8576

Toledo, Ohio
406 Jackson St.
Adams 2778

"NPJ" ROUND TABLE
(CONTINUED)

on the bottom and sides of the pot. The automatic temperature control panel is equipped with a switch which cuts the 45 KW down to 15 KW when the metal is simply being held at temperature.



INTERIOR VIEW OF FIVE TON ELECTRIC POT

The pot was started on Oct. 19, 1925 and operated for a number of days to observe its action. On Oct. 25 stereotype plates were cast for the issue of Oct. 26 and have been cast for the two issues daily and one issue Sunday as published by Waterbury *Republican-American* since that time. The usual operating temperature is 620° F. When finished casting for the morning issue the temperature control is set down to 450° and the switch on the panel set to low heat, which is 15 KW. About 8 a. m. the day men set the switch to high heat and the temperature setting is raised to 620° F. In about 35 minutes the temperature is up to 620 and charging is begun. After charging is completed from one half to three quarters of an hour is required to get the temperature back to 620° and the days casting may then begin. It continues until the last plates for the evening edition are cast, when the temperature setting is reduced to 450 and the switch set to low heat. The night men set the temperature control back to 620 and the switch to high heat about 9, and when the temperature of the metal is up to 620 charging is begun and casting starts after the temperature has reached 620° F.

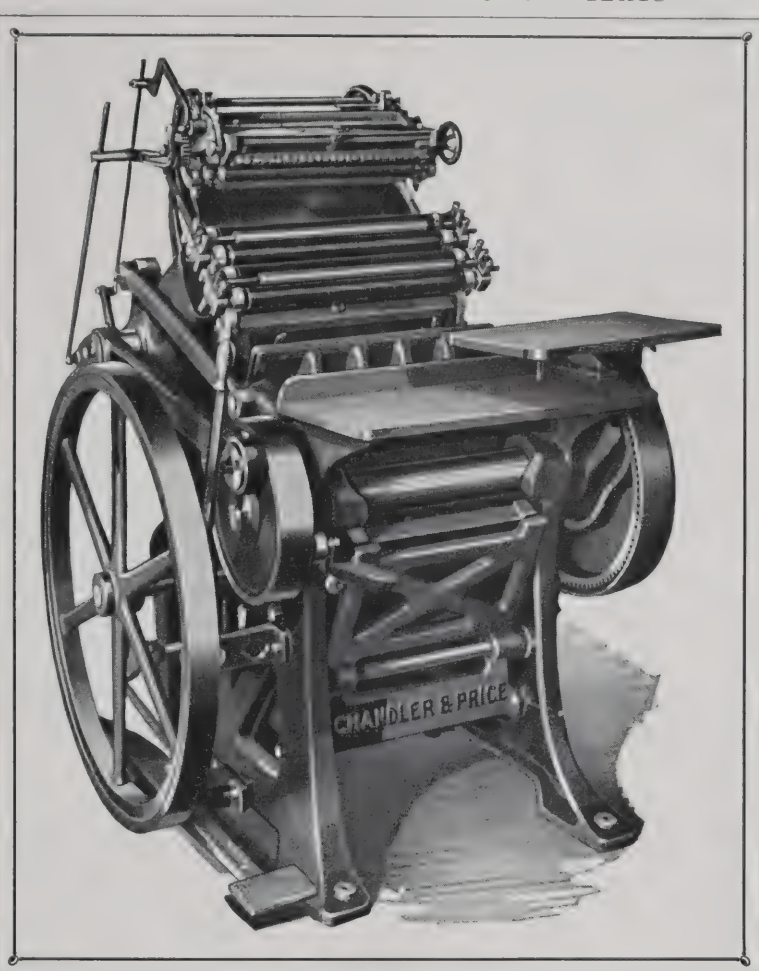
IN order to measure the radiation loss and the heat absorbed by the metal, a test was made, at which time the power input was carefully measured and a record kept of all metal charged into the pot for the casting of the plates for the morning issue. The day crew left the temperature setting at 620 instead of reducing it as usual. This was done so the pot would be at a temperature equilibrium for a radiation loss test. After the pot had been in operation at 620° F. for over five hours, the radiation loss was taken over a period of 1½ hours by measuring the length of time power was on during that time and reading the power input frequently while it was on. After the radiation loss test was taken, the charging was started and the weight of metal charged was carefully weighed. The total power consumed from the time charging started until the temperature again reached 620° F. was measured. Deducting the radiation loss for this time gives the heat absorbed by the metal charge. The radiation loss was taken with the surface of the metal 7 inches below the rim of the pot and approximately 1½ inch of dross and sil-o-cel powder on the surface of the metal.

The radiation test data is as follows: From 9 p. m. when the contactor closed until 10:25.5 when it closed again, 86.5 minutes elapsed, during which time the power had gone on three times for a total of 34.75 minutes on and 51.75 minutes off. The switch was set for low heat which at the voltage at the time averaged 17.2 KW. This amount of power being on 40.1% of the time, the power consumption which is the radiation loss is 6.9 KWH per hour.

After this test the charging was begun and at 10:38 when the contactor opened, the switch was set for full heat; at that time 48.2 KW. The charging of 2,293 pounds of plates was com-

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON	RICHMOND	CLEVELAND	DETROIT	KANSAS CITY	PORTLAND, ORE.
NEW YORK	BALTIMORE	CINCINNATI	ST. LOUIS	DENVER	LOS ANGELES
PHILADELPHIA	BUFFALO	ATLANTA	MILWAUKEE	SAN FRANCISCO	WINNIPEG
	PITTSBURGH	CHICAGO	MINNEAPOLIS	SPOKANE	

AMERICAN TYPE FOUNDERS COMPANY

Johnsonized

Our stock is constantly changing, and trade-ins and the buying of complete printing plants may place in our stock just the machines you are looking for. Write us when you are in the market for anything in the line of printing, binding or typesetting machinery.

WE OFFER NOW

One practically new No. 35 Vandercook Proof Press, rocker series, 17x24″, low side arms, for heavy proofing and gives regular cylinder press proofs.....$ 225.00

One No. 2 Potter Proof Press, 16½x25″ with automatic inking apparatus, good as new..$ 300.00

One Wesel Electric Proof Press, 12½x29″ bed, can be operated either by hand or motor automatic inking, a rapid, high grade proof press for linotype proofing, at.....$ 250.00

One Challenge Roller Proof Press on stand, 16x35″, at.....$ 60.00

One Rosback Special Six, 28″ Power Punch with four round hole punches, like new....$ 290.00

One Burton Peerless Foot Power Punch, practically new, 24″.....$ 145.00

One 12x18 New series Chandler & Price Gordon Press with Miller Ideal Automatic Feeder Unit, including motor, practically new....$1150.00

One 10x15 New Series Chandler & Price Gordon Press with Miller Automatic Feeder Unit and Motor.....$ 900.00

One Hall Model No. 534 Drop Roll Folder, folds from 8x10 to 34x34, three parallel and one right angle folds.....$ 500.00

One 14½x22 New Series Chandler & Price Gordon with complete equipment, as good as new.....$ 525.00

One 15x21 Golding Art Jobber, with long art fountain.....$ 395.00

One Rosback Rotary Perforator with six perforating heads, slitter and creasing attachment, complete with motor.....$ 300.00

Linotype Machines, Models No. 1, No. 4, and No. 5R.

Two-revolution and Drum Cylinder Printing Presses in almost all standard makes and sizes.

Stitchers, Folders, etc.

C. I. Johnson Mfg. Co.

Printers Supply House

48-50 East 3rd St. 143-5-7 So. Wabasha St.

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

pleted at 10:48. Two minutes after the start of charging, the power came on, and as the charging continued the temperature fell to a minimum of 520° F. which point was reached at 10:54. The temperature promptly started to rise and, rising at approximately 4° per minute, tripped off at 620° F. at 11:21.5. The power consumption during the elapsed 43½ minutes was 35.5 KWH. The radiation loss during this time is 5 KW neglecting the slightly reduced radiation while the metal was at temperature lower than 620° F., and 30.5 KWH was absorbed by 2,293 pounds of metal and shows a heat content of 13.3 watt-hours per pound.

At 11:28 the switch was put to low heat position and casting started. The low heat is slightly more than enough to maintain the temperature while casting and remelting the tails. During the period 11:28 to 12:19 a. m. the power was on continually. Casting was proceeding and during this time 20 tails at 23 pounds each and four dummys at 80 pounds each were charged into the pot. During the remainder of the test 10 more plates (490 pounds) were charged to raise the level of metal. The total metal charged during the test was:

2,293	pounds	in	48 plates
490	pounds	in	10 plates
1,280	pounds	in	64 tails
320	pounds	in	4 dummys
130	pounds	in	2 bad plates
4,513	total		

This may be taken as an average night's work, the day work being approximately the same.

HOWARD IN BUILDING PROGRAM

The Howard Paper Company, Urbana, Ohio, is in the midst of an extensive building program to take care of the increasing demand for their advertised mill brands of watermarked bond and ledger papers. A new 84″ Seybold Automatic cutting machine is being added to the finishing room equipment, and in the power plant a new 800 h. p. Babcock & Wilcox Stirling type boiler, equipped with Westinghouse stokers is being installed. A large warehouse was completed a short time ago which will make it possible to carry a large stock at the mill of all weights, sizes and colors.

MEET HIM, HE SPENDS $18,000,000 *WEEKLY*

In White Space—"he is the circulation of Standard Rate and Data Service." These striking lines are from the cover and first folds of a current publication of the S. R. & D. Service, Chicago. It tells graphically about advertising agency executives, advertising managers and other "keys" in the buying of advertising space. The expenditures over the Country in various media for advertising, during the current year, are shown—for once, in an attractive and interesting form, and not just by a "table of figures." The story of the publication leads up to the service performed by the company in bringing together the advertising media, the agencies, the advertisers and others concerned with the buying, use and selling of space. The composite spender of $18,000,000 a week, it appears in one part of the publication, "so sincerely regards the service, that he frequently calls it his Advertising Bible." The fact that it is always on or near the desk, and does not have to wait reaching a buyer, is also emphasized strikingly.—*J. L. M.*

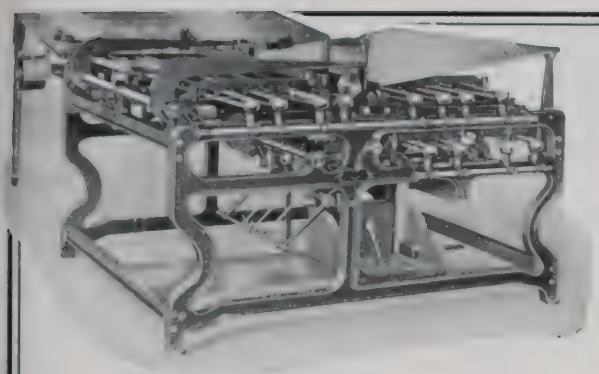
BEFORE YOU CAN BILL A JOB

You Have Many Things to Do, is the heading of a recent Miehle Printing Press and Manufacturing Co. folder. It has a new way of graphing the average division of cost on the average job in the average printing office. From the folder: "You must have a plant; you must employ workmen; you must purchase materials, engage clerks and other salaried employees; you must buy light and power, you must provide space. All of these you must do before you can send out bills for printing.

"And when you have done them, you must make sure that the total amount of the bills you send out covers not only the cost of the items just enumerated, but allows also for interest and depreciation on your investment in machinery and fixtures. If there is anything left, it's profit.

"It is perfectly obvious that the greater the amount of the bills the greater will be the profit, up to the maximum productive capacity of the plant.

"There is another factor, and that is the rate or price at which the work is billed. Prices are made by the market. The



MENTGES No. 2

Newspaper and Periodical Folding Machine

meets every possible requirement of the average small newspaper plant.

Hundreds in Use in Newspaper Plants

The MENTGES No. 2 NEWSPAPER and PERIODICAL Folder as illustrated is accurate, efficient, easily adjusted and very substantial. It is very moderately priced.

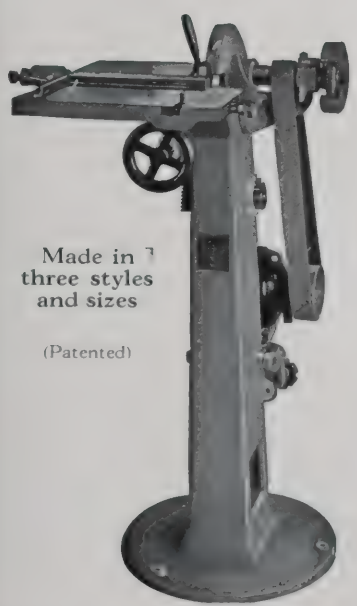
It is especially designed for newspaper and periodical work, representing a manufacturing ideal—real folding machine service at minimum cost.

MACHINE SENT ON THIRTY DAYS TRIAL

The Mentges Folder Co. - - - Sidney, Ohio

"Builders of Profitable Folding Machinery"

"I Saved Three Hours on a Twelve-Hour Job"



Made in three styles and sizes

(Patented)

with a C&G TRIMMITER *Saw and Mitering Machine*

SAM SIMONS, President Simons Typesetting Co., Chicago, had as regular work a number of full-page ads. with rule borders around. On this particular job he had estimated *twelve hours* for cutting, mitering and fitting borders. Using the C & G Trimmiter for the first time, the actual time consumed was *nine hours*—THREE HOURS or 25% SAVED.

This again proves what we have always said—the C & G Trimmiter, in addition to being extremely safe, is also a fast saw and miterer—it is a money and time saver. ASK SIMONS!

Let Us Tell You More—Write to

Cheshire & Greenfield Mfg. Co.

182-184 Huron St. · MILWAUKEE, WIS.

Make Use of Our Enormous Stock for Quick Deliveries on Envelopes

There's good profit in good envelopes, delivered ***on time.***

We make and keep in stock—a perpetual stock—ten million envelopes of every standard size, style and paper, for your convenience. Our service is strictly a printer's and lithographer's service. For rush deliveries on envelopes—call on us.

Western States Envelope Co. Milwaukee Wisconsin

We Protect the Trade

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

The International Circulation Managers' Association

can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address

the Secretary-Treasurer please,

Mr. Clarence Eyster

c/o STAR, Peoria, Ill.

"NPJ" ROUND TABLE
(CONTINUED)

market is, so to speak, made by the printers in general in the community. If five printers of fair capacity are willing to do a given job for $25 or less, the market price of that job will be not over $25. In the long run every printer in that community will have to accept about that price for the work irrespective of what he may figure it will cost him to produce. The printer alone naturally cannot make the market price. The best he can do is to meet it and still earn a decent profit by *reducing his cost.*"

BETTER CIRCULATION

CIRCULATIONS ARE ON THE INCREASE

A Survey Made by the Department of Agricultural Journalism, University of Wisconsin, Andrew W. Hopkins, indicates that community newspapers which have been featuring high school departments, better quality of newspapers, appealing to farmers, using comics, making circulation campaigns, keeping up country correspondence, etc., have gained permanently in circulation. Here are some of the many replies:

"The occasional 'blanketing' of your territory with additional copies of your newspaper may be an idea for publishers who have never tried this out. Postal regulations permit publishers to send out ten per cent of the total weight, mailed to subscribers during the calendar year, as sample copies which may be mailed at any time."

"We increased our circulation by more than 900 in 1925," says A. A. Washburn, of the Clintonville *Dairyman-Gazette.* The circulation of this paper has increased from less than 900 to nearly 300 in five years. Its editor seeks to get out a paper which appeals to farmers over a big territory.

Frank J. McCoy, of the Walworth *Times,* reports an increase of 14% for 1925. He attributes the increase to better news gathering and a better quality of paper. "The High School department draws many new ones," he says.

Spradling & McCoy, of the Sparta *Herald,* stress the importance of a live subscription list. They weeded out 150 deadwood subscribers.

SCHOOL NEWSPAPERS NUMBER OVER 10,400

The While That newspaper publishers are weighing the *whys* and the *why nots* of school departments for their papers, a recent census by the editor of the *Scholastic Editor,* Marion Johnson, places the number of school newspapers in the United States at 10,400, the number of school magazines at 2,600, and the number of school yearbooks at 12,200. He also called attention to the fact that the schools and colleges in the country number 17,460.

INSURANCE PROMOTION PLANS USED

Says The National Underwriter of recent date: "The Chicago *Herald & Examiner,* the Hearst morning paper, has gone the Chicago *Tribune* Federal Life travel accident insurance policy one better. The *Herald & Examiner* announces that it has made arrangements with the Continental Life of St. Louis to issue an accident policy costing $1 to be given to anyone who sends in a coupon. The face amount is $10,000. Automobile accidents are covered the same as under the *Tribune* policy. The only distinction made in the *Herald & Examiner* contract is that the policy only covers passengers paying a fare on street cars. This excludes therefore the motormen and conductors. The face amount of the *Tribune* policy is $7,500.

The Commissioner of Insurance of Wisconsin recently issued a warning against insurance stunts of Wisconsin and neighboring-state newspapers in Wisconsin, some of the insurance companies not being authorized to do business in Wisconsin. A dispatch concludes: "Should a question arise over collection, the holders of policies written as inducements to newspaper subscriptions cannot bring suit in a court of Wisconsin. To bring suit they must go to the state in which the insurance company does business. Nor does a company issuing policies in Wisconsin without a state license come under the regulation of the state insurance department."

SUNDAY SALES GROW FROM "NEW BLOOD"

Several Large Agencies of the Oklahoma City (Okla.) *Oklahoman-Times* have been trying a new plan for promoting

Just What Is the Mohr Lino-Saw?

A simple explanation of a device used in every state of the Union and on every continent on earth.

THE Mohr Lino-Saw, once installed, becomes an integral part of the Linotype or Intertype.

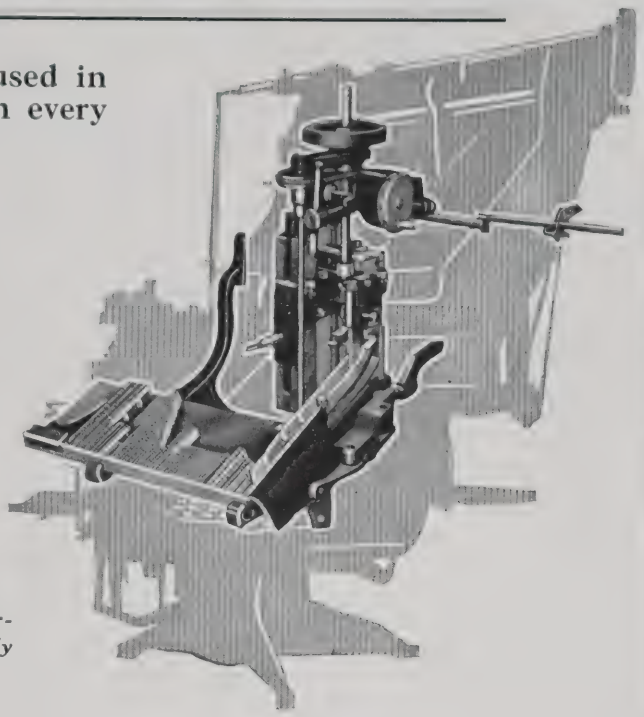
Its mechanism is controlled by a single dial in convenient reach of the operator.

Turning this dial (which may be set not only to picas but to points) **automatically** sets the vise jaw and assembler, and at the same time provides for the sawing.

Slugs, regardless of measure or thickness, are cast in the ordinary way. But, they are sawed, at the Linotype, to whatever length is required and are **ready for make-up** as soon as cast.

The work of the operator is simplified because of the combination of typesetting machine and saw adjustments—and the sawing is done **automatically.**

The saving in setting "odd measure" matter of all kinds—the elimination of floor saw delays, the absence of slug-bleeding annoyances and the saving of mold liner expense—is so pronounced that five newspapers (Chicago Tribune, Boston Post, Boston Globe, New York Times and Washington Star) alone have 134 Lino-Saws in use.



Full details of this important device will be gladly sent upon request.

MOHR LINO-SAW CO. 564-570 W. Monroe Street Chicago, Illinois

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

AMERICAN TYPE

The Best in Any Case

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

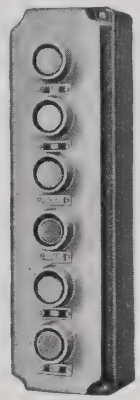
DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM — CLINE WESTINGHOUSE

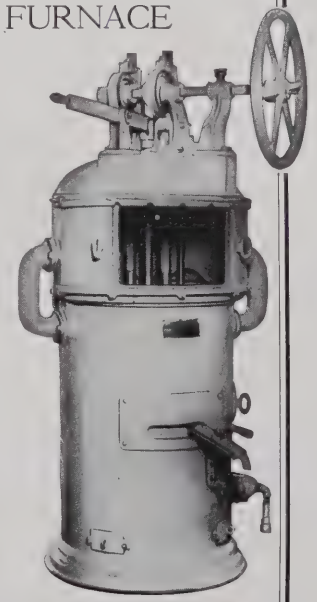
100% Dividends Annually

is assured by

Monarch Monometer

RE-MELTING FURNACE

THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas — eliminates harmful fumes—retains tin— and reduces dross to a minimum.



Ideal Furnace for Newspaper Plants

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

"NPJ" ROUND TABLE
(CONTINUED)

Sunday sales. One agent ordered 150 extra *Sunday Oklahomans* and secured ten new boys to sell them. He assigned them to their own neighborhoods. Each boy was given as many papers as it was believed he would sell and after completing his sales, he was instructed to return to headquarters. The papers were given to the boys free in order that they might establish a working capital. They deposited the price of their papers for the next Sunday with the agent. After a boy sells for six consecutive Sundays they let him withdraw his cash deposit if he desires. The first Sunday on which this plan was tried, 123 extra papers were sold by the first agent to try this.

PUBLISHES NAMES OF NEW SUBSCRIBERS

As NEW SUBSCRIBERS enter the fold of the Luck (Wis.) *Enterprise,* Dick Pugh, publisher, he prints their names and addresses in a small box at the bottom of a front page column. Mr. Pugh has found the plan very satisfactory.

VOTE ON EVENING vs. MORNING DAILIES

J. H. SWEET, publisher of the Nebraska City (Neb.) *News-Press,* has changed to evening and Sunday morning issues, omitting Saturday night. He had been coming out mornings. A referendum vote of subscribers showed 75 per cent favored the evening edition. Formerly the city had one morning and one evening, which were combined into the morning *News-Press.*

STOPPING MAIL-TIME BUGABOOS

PRESIDENT A. L. CRAIG, Colorado Press Association, in the Colorado *Editor*: "The bugaboo of mailing-time is one many publishers, particularly those in weekly plants, have come to accept as unavoidable, with little or no effort to eliminate it. Probably most of us are addressing and wrapping our mail just as laboriously as we did twenty or fifty years ago. That need not be. For a modest investment, virtually payable by its current earnings, a modern device may be installed which will do much more than shorten the time and lighten the labor required for mailing. There are several such on the market, although in making a selection the publisher should depend upon something more than a glib salesman's paean of praise."

DO YOU KNOW HOW TO ANALYZE FIELD?

A. N. FELL, in the bulletin of the Pennsylvania association, says that if you can answer the following questions, you really know something about your circulation:

1. What ratio does the revenue from circulation bear to the revenue from advertising?
2. What is the mailing cost per copy, daily and Sunday?
3. Is the circulation normal for this field, figuring in the city and retail trading radius one subscriber to five persons of population?
4. Is the advertising rate normal for the present circulation?
5. What ratio does the city circulation bear to the country circulation? Is it normal?
6. What percentage of the subscribers are renewing?
7. What is the cost of obtaining a renewal as compared with the cost of new business?
8. How much new business must be produced to keep the circulation normal?
9. What is the loss from bad accounts?
10. What percentage of circulation revenue is allowable for promotion work?
11. What is the percentage of "overprint" and "returns"?

A TIP FOR YOUR SUBSCRIBERS

THE EDITOR recently learned that a western publisher, receiving a request from a subscriber as to what to do with "borrowers"—non-subscribing neighbors who come over for the paper about as soon as it is out, and often keep it—told the subscriber to cut out some item from the local news columns, no matter what, as soon as received. The publisher thinks that the "borrower" is likely to be much more interested in what *isn't* in the paper, than in what is.

: *ADVERTISING IDEAS* :

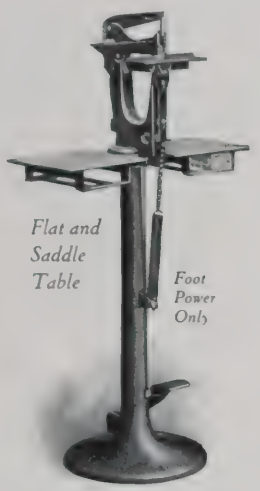
NEWSPAPERS CAN REFUSE ADVERTISEMENTS

ATTORNEY GENERAL CARLSTROM of Illinois, has held that a newspaper publisher in that state is under no legal obligation to accept advertisements for publication should business or personal reasons dictate otherwise.

"A newspaper is not a public utility and is responsible for what it does the same as any other private concern," said the Attorney-General. "A newspaper management sells its space

The BOSTON Staple Binder

CAPACITY
THREE-SIXTEENTHS
INCH



The Style B BOSTON
Staple Binder

Automatic with no adjustment for thickness of work, easily handled, superior stapling, very durable and efficient. Thousands of these high-grade Boston Staplers have been sold and users find them satisfactory for all kinds of work within their capacity. Fine round wire is used, making neat, flat, perfect staples. Staple cores are paper wrapped to prevent corrosion and waste.

A SUPPORTER—AN EXCLUSIVE FEATURE—INSURES
PROPER DRIVING AND CLINCHING

American Type Founders Company

GENERAL SELLING AGENT

Sold also by BARNHART BROTHERS & SPINDLER, and in Mexico and South America
by NATIONAL PAPER AND TYPE COMPANY

SET IN CLOISTER LIGHTFACE AND ITALIC · TEAGUE BORDERS

"Most Men Who Fail Fail by a Little - - - Another Ounce of Steam Would Put Them Over"

Such is the conclusion of a leading Detroit Publisher. Now the National Editorial Association is out to secure

2000 New Members

And the Final Ounce of Steam that will turn the trick is the co-operation of the individual publisher. If he will co-operate to the extent of sending in his membership it will result in a great National Organization whose Power for Good will be almost Limitless in

Helping Publishers Everywhere

The membership is but $3 per annum and includes subscription to the N. E. A. Bulletin, representation at Washington and many other services.

Send Your Check To-day to

National Editorial Association
622-624 Merchants National Bank Building
St. Paul, Minn.

No Need to Look Farther for an Efficient Staple Binder

The ACME No. 6½ will meet all of your requirements

The Acme No. 6½ Staple Binder is the most compact, rigid and efficient binder for printers. It binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire.

The only adjustment necessary is for different degrees of work. A straight downward pedal stroke and a ten inch reach for the insertion of work. Equipped for flat and saddleback work.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894

ATTENTION PUBLISHERS

FOR SALE

STRAIGHTLINE QUADRUPLE WEB PATENT NEWSPAPER PERFECTING PRESS

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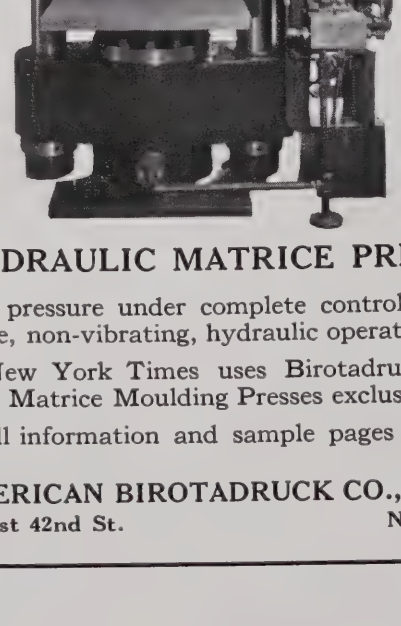

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"NPJ" ROUND TABLE
(CONTINUED)

and may for any reason deny any and all proffered business, the same as any other private business enterprise.

"It appears to me under the laws of the state that a newspaper may for purely business reasons or out of pure whim deny anyone the advantage of an advertisement or space in such paper."

UNIT PLAN OF SELLING SPACE

One of the Press Association bulletins: "Did you ever try the plan of unit selling on your advertising? If you have 1000 circulation and your rate is 30 cents, it only costs three cents to place an inch of advertising in 100 homes. This is a splendid selling point to put before your advertiser and is much more convincing than telling him that 10 inches will cost him $3.00. There is no other way under the sun by which he can reach 100 homes for many, many times this amount. It is more than likely that he has never before realized how much he was getting for his dollar as he will when the matter is brought to his attention in this way."

Local Advertising

DO YOUR PLUMBERS USE YOUR PAPER?

PLUMBERS TRADE JOURNAL, New York: "Several advertisers in local papers have adopted the use of coupons in their ads. It seems to me that plumbers could try the stunt and cash in on it. For instance, suppose for the coming ten days you offer a cash discount of a certain percent on all purchases up to $10, and a smaller percent on purchases in excess of $10. The idea back of this plan is to get new customers. When you offer a discount it will be wise to insert a coupon in your advertisement. The coupon reassures them—makes 'em feel that YOU are giving them *something*. The discount thus looks more valuable. It looks plausible and genuine."

ONE OF THOSE RED HOT SCHEMES

FAIRMONT (Minn.) *Sentinel*: "A stranger dropped into the *Sentinel* office for a few minutes Monday to tell us all about a scheme whereby he could sign up a "a dozen to fifty" Fairmont merchants for a dollar a week on an advertising scheme. "It'll sell like hot-cakes." he said, "all we ask is $75, and you get your regular rates." He could hardly believe that we were not interested—that we felt better over selling a merchant a "regular" ad that would bring him some real business, instead of running a lot of propaganda twaddle written by a solicitor who never saw Fairmont. Advertising that appears in the Sentinel is business news, and our readers depend upon it."

MUSIC MERCHANTS GOOD ADVERTISERS

THE MUSIC TRADE REVIEW, New York, has nationally surveyed retailers in the music and instrument lines as to how much of gross sales they spend for advertising in their local newspapers: 5.8% is the total spent, of which 5.09% goes to newspapers and a fraction for direct mail: "Most of the merchants replying stated that the basis of their advertising appropriation was a certain set percentage of their gross sales, this being largely a constant item of overhead with but very little general fluctuation. Hence it is possible to assume that, given a year when the gross sales of a music house show a decrease, the advertising appropriation will also show a similar decrease. *Question*: Is your paper getting your share; your job office? Are your music merchants batting the average. This is the big season for musical instruments by the way, up to the holidays.

IN EVERY ISSUE, TWENTY YEARS

IS THIS THE WORLD RECORD for consistent local-merchant advertising? English & Towers, Clear Lake, S. D., has carried a full-page advertisement in the Clear Lake *Courier* every week without a miss for 20 years and has contracted for a similar space for each week of 1926. Clear Lake is a town of only 83 population, in a county with but 8,759 people, with two newspapers. From their persistent publicity, English & Towers appear to be thoroughly sold on the proposition of newspaper advertising, having proved to their satisfaction that large space in the newspapers regularly brings results. This shows good newspaper work in the *Courier* office.

ADVERTISES TO THE ADVERTISERS

THE BROOKLYN (N. Y.) *Daily Eagle* published a full-page advertisement not long ago, directed at Gimbel Brothers' New York Store, counseling Gimbels to advertise in the *Eagle* because of Brooklyn's fine residential sections. It was pointe

$10.00 SIX WHEELS

COLD ROLLED STEEL CASE IS AN EXCLUSIVE FEATURE FOUND ONLY IN AMERICAN STOCK MACHINES

TOOL STEEL DROP CIPHERS SOLID ONE PIECE PLUNGER

GUARANTEED

ALL STEEL NEW

AMERICAN MODEL 64 NUMBERING MACHINE

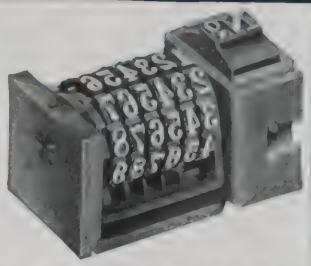
100 Other Models for Flat Bed and Rotary Presses

American Numbering Machine Co.

224 SHEPHERD AVENUE, BROOKLYN, N. Y.

Branches: 123 West Madison Street, Chicago, Illinois

London and Paris



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Carried in Stock by American Type Founders Company and All Printers' Supply Houses.

Steel Die Engraved

1927 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1926.

AMERICAN EMBOSSING CO.

192-96 Seneca Street BUFFALO, N. Y.

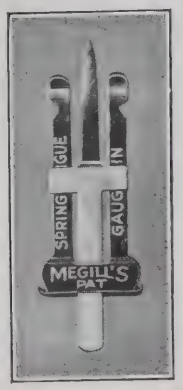
THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.



$1.80 doz.

MEGILL'S
GAUGE PINS
for Job Presses

Always uniform and dependable.
We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

"NPJ" ROUND TABLE
(CONTINUED)

out that the Eagle is 85 years old and Gimbels 83; "for years they have grown up side by side, and prospered."

CHURCH ADVERTISING, THESE DAYS

A. W. Fell, Pennsylvania Newspaper Publishers' Association: "Are you going after church advertising for the coming ten months' church sessions? Go yourself, or, have your advertising manager go to the president of your ministerial association and ask him for the privilege of addressing the ministers at their next meeting. Then put up to them the plan of the ministerial association's sharing the expense of display advertising to run for the year. If the expense-sharing plan does not appeal to them, sell the churches individually. Don't let your advertising manager tell you it cannot be done. It *IS* being done."

MILLER SAW-TRIMMER CO.

Miller Automatic Feeders
Miller "High-Speed" Presses
Miller Craftsman Units
Miller Ideal Units
Miller Saw-Trimmers
Liberty Folders

C. & P. Gordon Presses
C. & P. Lever Cutters
C. & P. Power Cutters
Advance Lever Cutters
Diamond Power Cutters
National Power Cutters

Write for Descriptive Matter, Prices and Terms

Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco

BAUM
FOLDERS
Cut Hand Folding Costs
90%

Write for particulars to

RUSSELL ERNEST BAUM
Philadelphia, Pa.

sified with a price. The merchant claimed the printed price was an error and wanted $25 reimbursement. Association members replied to a questionnaire: If the price in the advertisement was not like copy, and if the merchant did not read proof and O. K. the same, then the publisher is liable for the loss. The publisher should first protect himself by finding how the articles were marked in the store, and what the instruction to salesmen was. It has been considered valuable advertising to merchants if such an error ocurred in an advertisement, and the publisher corrected it the next day, with a pleasing notice."

HANDLING CLASSIFIED ACCOUNTS

Bulletins of the Canadian Daily Newspapers Association show an ingenious plan for handling classified accounts. Triplicate bills carry a rate of 3c a word (example), discounting 33 1-3% if paid within ten days of first insertion. If payment has not been made in ten days, the duplicate is mailed at the end of the month. If not paid by the tenth of the following month, the triplicate is mailed. The Canadian Association argues that quicker results are obtainable by offering substantial discounts rather than billing the net rate at the beginning. Naturally, cash-with-order, over-the-counter business is entitled to the discount. Advertisers phoning in are notified of the terms. The business is billed on a separate billhead, and a coin card is used. Canadian papers utilize their drivers to pick up ads and make collections. Carrier boys might be utilized for collection of such small bills in residential sections, with a small commission. A card of authority to receive business and collect money should be issued in such case.

STATEMENT of ownership National Printer-Journalist (Published monthly at Milwaukee, Wis.) as of October 1, 1926 Management. Publisher, H. A. Apple, 790 Farwell Ave.; Editor, H. A. Apple, 790 Farwell Ave.; Managing Editor, John L. Meyer, 1157 Murray Ave.; Business Manager, P. C. Treviranus, 1041 Maryland Ave.; Advertising Manager, F. L. Goulston, 1389 Downer Ave., Ownership Trade Press Publishing Co., Inc., List of stockholders holding 1% or more; H. A. Apple, 790 Farwell Ave., Milwaukee, Wis.; R. M. Apple, 790 Farwell Ave., Milwaukee, Wis.; F. L. Goulston, 1389 Downer Ave., Milwaukee, Wis.; P. C. Treviranus, 1041 Maryland Ave., Milwaukee, Wis. Known bond holders, mortgagees, etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 28th day of September, 1926. B. H. Boettcher, Notary Public. My Commission expires March 20, 1927.

NATIONAL PRINTER JOURNALIST

PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

JOURNALISM LIBRARY
Not to be taken from this room

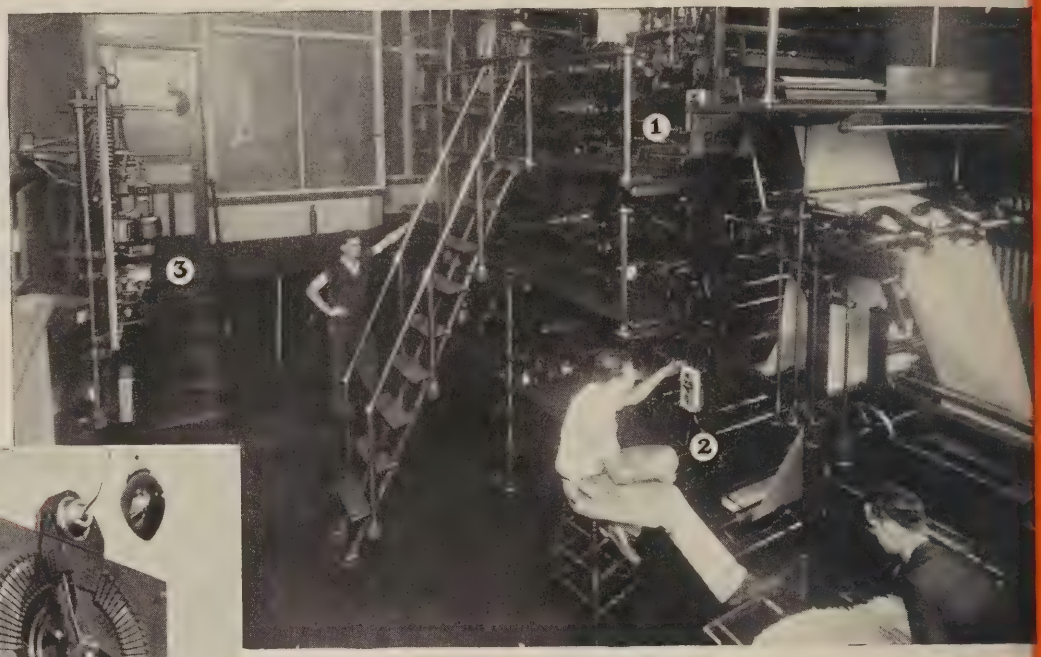
THE PRESS (Newspaper, job, book) is the age's Connecting Link; and that is why it is pulled and jerked this way and that way : : for, it is the connecting link between those who look only to precedents for guidance, and those who youthfully gaze ahead to build a greater, higher Future. A true man of the Press never seeks absolute stability and certainty : : he is always and ever "on the way".

JOHN L. MEYER

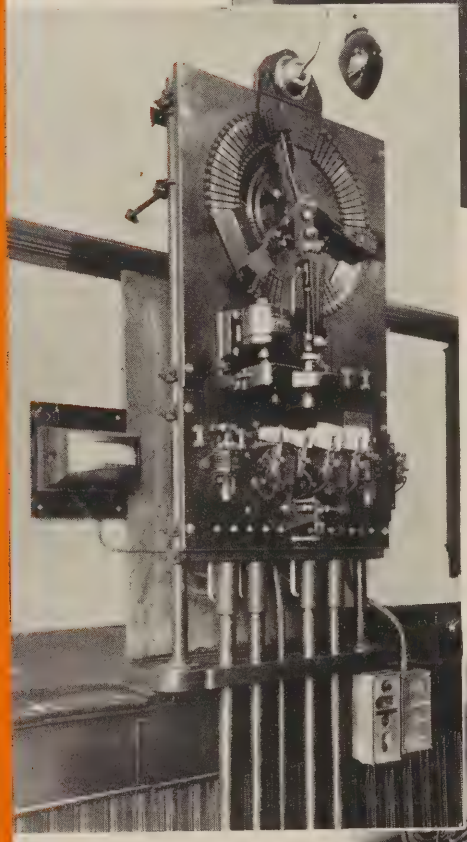
November, 1926
Number 11 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

Control that spells speed that spells profit



The press room of the Auburn Citizen, Auburn, N. Y. (circulation 6,389) showing the Cutler-Hammer Push Button Control Stations (1) and (2) mounted on the press and the C-H Special A. C. Control Panel against the wall (3).



INSTANTANEOUS automatic control through push button stations located at the pressman's very finger-tips—this gives the smooth, accurate speed essential to efficient, profitable newspaper production.

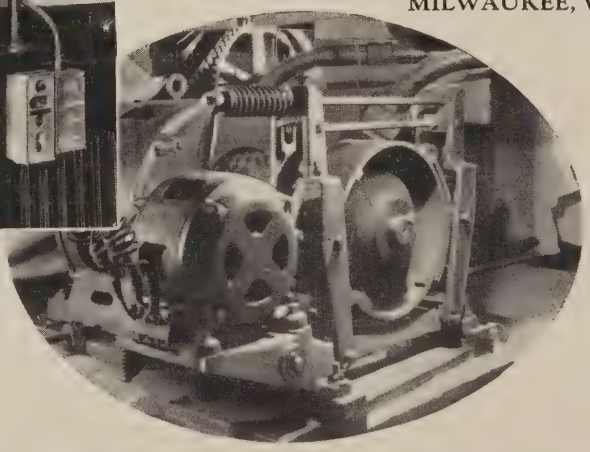
The small plant as well as the large is profiting by the increased efficiency which Cutler-Hammer Automatic Control for Newspaper Presses makes available.

C-H Control deserves your immediate investigation.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1223 St. Paul Avenue
MILWAUKEE, WIS.



The special C-H, A. C. Automatic Controller which controls the Hoe Press in the plant of the Auburn Citizen, Auburn, N. Y. C-H Push Button Stations are shown in the lower right-hand corner.

Full information will be gladly sent on all C-H Equipment for the newspaper plant—A.C. and D. C. Controllers and Press Drives. Newspaper Conveyors, Linotype Metal Melting Pots, Controllers for auxiliary equipment, etc.—Information which should be in your files.

Cutler-Hammer Press Drive equipped with C-H type RS Brake—installed in the plant of the Auburn Citizen.

CUTLER HAMMER

Press Room Efficiency Depends on Electrical Control

NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN L. MEYER
Managing Editor
Associated Staff
GEO. A. JUST, C. H. DuCLOE
F. HILLERMAN
H. J. LARKIN, E. C. KRATSCH

Branch Offices in Leading Cities:
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ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.
CINCINNATI—H. A. Braunstein, Provident Bldg.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., November, 1926 | No. 11

NOW, TO MAKE ALLIES OF HER MAJESTIES, MRS. &-or MISS

Here the Men Publishers and Editors Tell How And Noted Woman Writer Boils it Down for You

By HARRIET PETTIBONE CLINTON

DO YOU feel, as did a far western publisher, who wrote that he needed the readers of *"NPJ's"* experiences, that the women of your territory are not furnishing either the news or the job printing work which they ought?

You will appreciate the following excerpts of letters written by subscribers to *"NPJ"*, successful editors and publishers with long experience behind their words.

It is a "large order"—telling how to win the women as subscribers, voluntary reporters and job customers. But these "helps" ought to help. They have all been tried and proved profitable. (The editor is grateful to those who responded to the questionnaire on which this national symposium is based—and believes that every reader will be grateful to the contributors.)

All agree that it takes constant keeping after them, to make women effective news gatherers and allies of the paper—plenty of telephoning, a carefully kept calendar of each week's social and club affairs, and minute reporting of each, no matter how trivial.

USES QUICK SYSTEM

A. W. SMONERLY, business manager of the Leesburg (Fla.) *Commercial*, makes a keen observation about women: "Women are always glad to see their names and their social functions printed in the home paper, but remember this: they will not beg the paper to publish them." He suggests a good way of keeping tab on women's doings:

"At the beginning of every month, our society editor makes a chart ruled into squares for each day. She dates the upper left hand corner of each and fills it with what meetings she knows, with the name of the hostess and place it will meet. It is easy, then, to call the proper persons on the telephone from day to day.

C. A. MARSHALL
Sun Printing & Publ. Co., Swift Current, Sask., Can.

"By advertising on the social page," Mr. Smonerly adds, "We have built up a nice business on visit cards and social stationery."

VALUES THEIR INTEREST

APPRECIATION is the keynote of the advice given by C. A. Marshall, of the Sun Printing Co., Swift Current, Sash., Canada, for gaining the support of the women of his territory.

"I find it very profitable," Mr. Marshall writes, "to visit personally the heads of both urban and rural women's organizations, and by systematically spreading appreciation for their efforts in behalf of the paper. This does not cost much and it creates the feeling which gets people to working for us.

"Rural school teachers, at least 50 per cent of whom are women, will supply excellent district news if supplied with paper and envelopes. I always stamp a few of the latter to assist them in sending their news regularly.

"I watch these district news letters carefully for announcements of dances, socials, etc., so that I can call up to see if they want some tickets, bills or newspaper advertising. I have found it extremely profitable to attend these entertainments, taking along some small prize. I announce that I am going to present it to the best dancers or the winners at cards. Everybody in the hall straightway knows I'm there; the winners are

delighted; and their friends naturally find out where the prize came from. This helps to keep the merry-go-round in action, which produces dollars later.

"I explain to the heads of various women's organizations that it would be a great benefit to their group and to the district if they would supply my paper with the news. In nearly every case the women are glad to help themselves in this way. Of course, it must be explained to them that it is understood that I expect whatever job printing or advertising they have."

NO "PATENT" WAY

"OUR hold upon women has not been acquired through any patented process," says A. Eugene Bolles, president, the Newark (N.Y.) *Courier and Commercial,* who asserts that "the two best channels through which to interest women are the churches and the social clubs."

He continues: "We keep an up-to-date list of all church organizations and keep in constant touch with them in person, by telephone and occasional letter. They are all fruitful sources of news and we get and use all the news we can of this sort.

"We publish one sermon (limited to 600 words) each week written by some local preacher, ten of whom we have on our regular contributing list. Naturally, we ask these pastors to eliminate all denominational matters.

"We give free use of our display window and front office to church organizations for food sales, sewing sales, charity drive headquarters, etc.

"We follow up literary and social clubs in the same maner."

ERASES WORD "TRIVIAL"

HUTTON BELLAH, of the Altus Publishing Co., Altus, Okla., tackles the problem of women and competitive curb-stoners in the printing business.

"My policy concerning women's news is that nothing is too trivial or unimportant for mention. Job work is another and more difficult story.

"When the 'Whoozit' Literary society has a program at the city auditorium, the publicity committee rushes to the office with everything but the job work, and on that a bid is required. There are two one-man commercial job shops in competition with us, whose investment and rent are small. The Franklin price list means nothing to them—they set their prices according to ours, from $1 to $5 less.

"What do we do? We continue to give 'Whoozit' members the same space in our news columns and receive, if not the job work, at least a remarkable support from our merchants who realize that ours is a good advertising medium.

"Last fall we offered the missionary societies a commission on subscriptions sold, with an added bonus to the one getting the most new subscribers. This developed into a hot contest and brounght us a nice return. The ladies had a dinner program to celebrate and had one of the local job printers furnish the programs—his bid was $1.25 under ours, I'm told.

"We offered to give the ladies a 15 per cent commisson last year on all Christmas cards sold. This worked very well so far as actual returns, but we shall wait to repeat it until some system can be devised to get workers to report sales promptly so that the many disappointments caused by 'outs' will not be repeated."

A. EUGENE BOLLES
Publisher, Newark (N. J.) Courier

FIND OUT; BOOST

X. A. IMEL, publisher of the Glidden (Iowa) *Graphic* Weekly, says:

"Find out what women are interested in—and then boost it, hard! Maybe it's a new library—then give that your publicity.

"I pay two women to keep in touch with social affairs, so that what one misses, the other gets. My wife belongs to several clubs but it is understood that she never reports anything. I consider this very good advice to pass along to all editors of small town papers. The practice saves trouble when errors creep in.

Those Who Expect the Ladies to Beg Them to Publish News of Selves or Organizations, are often Disappointed

"We have five well organized small clubs and one woman's club of over 100 members. I never miss a chance to give their meetings a good mention. They like it and I do all of their printing. I also do printing for three out-of-town women's clubs because of the boosting of the local ones.

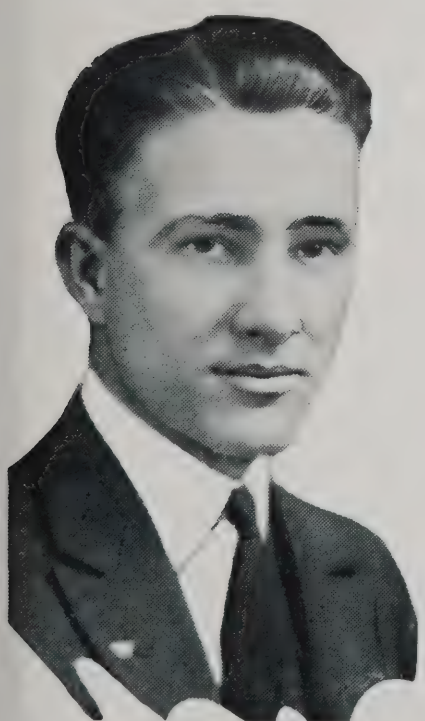
MISTAKES HEALED

WHEN the inevitable error does happen and a woman reader has been offended by some article, Harry Vaughan, publisher of the Guide Rock (Neb.) *Signal,* suggests the best way out.

"I seldom try to talk the matter over with her," he states, "but I wait my chance to publish an item about her— some social affair, or visit she has made away from home, and the sore is healed."

OTHER KIND of NEWS

THAT the general news of the day has very little attraction for the average woman, except as it affects her acquaintances or friends, is the conviction of Robert W. Leigh, Milwaukee, now manager of the American Type Founders Co. office in that city, and for many years the proprietor of a country weekly. He believes, however, that



HUTTON BELLAH
Editor-in-Chief, Altus (Okla.) Daily Times-Democrat, and Weekly Plain-Dealer

ROBERT W. LEIGH
Milwaukee (Wis.) Manager, American Type Founders Company

a "faithful chronicle of all the events of the community, no matter how trivial, so long as they are fit to publish," will reach them.

"In the case of lodge, social and church meetings," he says, "I published the names of those in attendance whenever possible. But I never made the mistake of publishing a partial list. Publish all names or none!

"If anyone doubts that the local weekly is the most important factor of all publications, he has only to go into the subscription files of almost any county newspaper and see how many hundreds of copies go to people who have long ago left the community. More than a quarter of a century has passed since the writer's family left their old home town yet every week the home town paper is watched for and read with avidity by the women of his family. Take the hint —stuff the paper with personals "

HOME INSTINCTS STRONG

H. Y. CLAWSON, advertising manager of Charles Eneu Johnson & Co., Philadelphia, manufacturers of printing and lithographing inks, whose experience also includes much that is of value to any publisher interested in gaining women's attention, agrees that "it seems an inborn trait in mankind, especially womankind, to keep in close touch with developments in his or her local community. Because of maternal instincts a woman takes upon herself the study of civic conditions, possibly with the hope of improving her living conditions and making her family happier."

ALL IN ONE POT

C. P. J. MOONEY, managing editor, The Memphis (Tenn.) *Commercial Appeal,* believes that too much distinction is made between men news and women news, and that the profitable way to do is not to have women's pages but to treat society news as personal and to keep away from a style on any page which would alienate women readers. He adds this pointed statement: "Remember that women over fifty read the death columns."

MORE, MORE, MORE

WARNING that unless it changes its methods, the country newspaper will be relegated to the same antiquity as the stage coach and powdered wigs, A. K. Clevenger, editor of The Claremont (Va.) *Herald,* adds that the printing of church and social news is not enough to interest women, but that to gain their real attention, the newspaper must branch out into larger fields—politics, social welfare, county nurses, children, the Boy Scout movement, etc.

MAILING LIST WORKS

ADRIAN REYNOLDS, publisher of the Rock Springs (Wyo.) *Miner,* adds this new one for interesting women:

"Send to a mailing list of the women especially active in society in your community," he suggests, "the engraved card of your society editor, and add a small-sized blotter, very neatly designed and worded like this:

I AM SO SORRY

That I don't have the time to call on you personally. It keeps me busy visiting with you in the news every week.

HOWEVER,

I want to tell you that the social news is not the end of our interest in Society. We print and engrave the finest of social stationery for every occasion.

"This scheme at first seemed expensive but it proved a good investment.

"Still a more expensive sounding scheme is the following, but it also, is productive of espcially good results. Long before the Xmas Holidays we printed, in odd times, social letterheads with envelopes for each of the women who had been

Surprising Lot of Effort and System Is Employed by Newspapermen and Job Printers Who Succeed in This

E. W. HUSE
Wayne (Neb.) Herald

helpful in the news gathering of the year then drawing to a close. (Fifty of each are plenty). And when Christmas came we sent these in attractive packages with a little note of thanks enclosed for the courtesies extended to us during the year.

"If a woman's birthday can be learned, and such a gift sent then, it makes still more of an impression, we find. We have varied this type of gift by using a set of engraved cards, but whatever we send, we make the job an extra nice one, so that the receiver cannot help but remark to some one of the gift. It will be shown to others—you get the drift now, don't you?"

Mr. Reynolds warns not to overlook the farm woman in the matter of obtaining job work.

"The farm woman is often quicker than her husband to realize the dignity and value of a farm name and farm stationery. She has butter and eggs for the newspaper to sell for her. There may also be pure bred animals to be advertised.

"When publishing an unusually attractive year book for a woman's organization last year, I dictated a letter to my stenographer just as it was coming off the press. She put this letter on the best bifold vellum we possessed and sent it to the heads of several other women's organizations. From this description of the first year book's good qualities, we sold two other year books."

SENDS OUT FOR NEWS

E. W. HUSE, of the Wayne (Neb.) *Herald,* states that the women in his territory furnish the bulk of the local news for his paper, take a livlier interest in it and are more responsive to advertisements, than men.

"A lady solicitor riding a Ford visits neighboring towns and farm homes during the summer months and gathers news and human interest stories, secures new and renewal subscriptions and sells stationery," he says. "The farmers have become accustomed to using nothing but printed letterheads and envelopes as a result."

WEDDING GIFT PLAN

H. J. PETTYPIECE, the Forest (Ont.) *Free Press,* weekly, describes the most profitable venture in his forty-two years as a publisher of a country paper in gaining women's interest, a practice which he still continues.

"I send the *Free Press* for one year as a wedding present to each bride within my territory. The address label always bears the name of the lady herself, rather than her husband's name, and as a result of this more personal interest in our paper aroused in her, she usually becomes a regular subscriber.

"I once persuaded a number of the country school teachers round about to send me a monthly report of the standings of their pupils. The paper soon became a necessity in every pupil's home and the practice has been profitable enough to continue it. What has been even better, these pupils gradually grow up, and then *they* become subscribers.

"Our society editor calls certain women at regular intervals through the week, asking not only for society news but for items about sick friends and other personals. Gradually the women who are called are learning to telephone the office unsolicited. In social news, every woman in the community is treated the same, liberally and unpartially. This is absolutely necessary for the running of a successful society page."

KEEPING THE PLANT ON EVEN MENTAL KEEL

By ELIZABETH JORDAN
(In Burrough's Business)

NOT long ago the publisher of a big newspaper said to me, "No one ever does anything in our

H. J. PETTYPIECE
Forest (Ont., Can.) Free Press

'shop.' I earn my salary by going from one person to another and asking, 'Have you done today what you promised me yesterday you would do today?'—But" and he sighed, "they never have!"

This, of course, was the exaggerated outburst of a tired man; but most office executives have moments when they heartily agree with him. The majority of our workers are not doing today all that they tacitly promised their employers they would do when they were hired. They start out cheerfully, with confidence and ambition; they're welcomed cordially by their associates and convinced that the new atmosphere is "simply great." Soon, however, they begin to observe signs of dissatisfaction, and unconsciously they absorb some of this atmosphere of discontent themselves.

Without the back-slapping and cordial attention of the first week or two they notice that most of their fellow workers are discontented, and they begin to wonder if this is such a good place to work, after all. They hear numerous tales of woe. They see what they consider injustice and what they believe to be favoritism. They decide that there's no one trying to push them ahead, nor interested in watching them push themselves.

Rarely does the executive that's close to the recruit possess enough tact to try to keep the disgruntled newcomer, in the difficult first years of his business venture, on an even mental keel.

WHAT the newspaper publisher and the printer should study is not alone Output, but Outlet—*Ex.*

'WE PLAY UP LOCAL' SUCCESS FORMULA

Pennsylvanian Daily, Incidentally, Looks Long and Strong on Teamwork

By RAYMOND C. KELLEY

IN a field flooded with the various issues of metropolitan newspapers, published in Philadelphia, the Pottstown (Pa.) *News* has succeeded as a morning publication. This success is directly attributable to the presentation, almost exclusively, of the home town news, together with intensive business management and an efficient and loyal organization. While people are interested in what is going on in the world-at-large, they are always more particularly interested in events at home. This, the *News* believes, is amply proved by its experience.

A "DEAD LINE" is enforced with regard to advertising. This was found to be a necessity, especially the last three days of the week, when the issue is anywhere from ten to twenty-four pages. It was not difficult to enforce the rule. One of the factors in the success of the *News* has been the elimination of unnecessary pages. The size of the paper is governed solely by the demand for advertising space. From the business viewpoint, of course, a "big paper" is to be desired only when the financial returns are commensurate with the cost of production.

Important national and state news is given conspicuous place in the columns of the *News*, but at all times "local news" is given preference. We believe this accounts for the fact that the paper goes into practically everyone of the 4,000 or more homes in the community. It is also, in addition, a welcome daily visitor in nearly 1000 rural homes, while it serves as a daily in the adjoining communities of Boyertown, Royersford and Spring City, the combined population of which is 12,000. The total circulation of the *News* is 8,347—A. B. C. audit. Prompt payment of subscriptions is insisted upon and failure in this means immediate cancellation of the delivery.

Within the past month the Pottstown *News* has occupied a new building, at the corner of King and Hanover streets, a handsome and substantial structure, erected and equipped at a cost of $300,000. The building occupies one-third of a city block. It is two stories in height, with provision made for extending it higher by six stories, and having a basement the full size of the structure, which is 72x90 feet. The lot is 90x100 feet to an alley in the rear.

Formal opening and dedication of the new building took place on Saturday, October 2, with appropriate ceremonies. The building was dedicated to the memory of its founder, the late Thomas Taylor, by Mayor John K. Klink, of Pottstown. J. H. Zerbey, editor and publisher of the Pottsville (Pa.) *Morning Paper,* made the principal address of the afternoon, on the subject "The Relation of the Newspaper to the Community, and the Relation of the Community to the Newspaper."

NEW HOME, DEDICATED OCTOBER 2, 1926

Pottstown (Pa.) Daily News Interior Fully Described in Accompanying Article and "B-P"

The building stands almost diagonally across the street from that occupied for the past thirty-five years, and which had become wholly inadequate to meet the needs of a growing concern, and with even greater future before it.

WITH the erection of the new building, new and modern equipment was installed. This additional equipment included a twin sixteen-page Duplex tubular plate press, with a capacity of 30,000 thirty-two page papers per hour. The non-distribution system has been adopted as far as possible. Certified Dry Mat is used exclusively. The motor and switchboard equipment is complete and was installed by the General Electric Company.

There was also installed in the new plant a Lanston Monotype Material Making Machine for decorative and straight line borders, column rules, dashes, two-point leads, cut-off rules, etc. Another feature of the new equipment is an Elrod machine for making six and twelve point slugs, and an additional Ludlow for display composition up to 144 point, making two of the latter machines now in use. A Lamson pneumatic tube system is used for the handling of add and news copy.

The first floor accommodates the business office and editorial room. There is a private office for the president and a director's room. A separate room is provided for the advertising manager. The mailing room and a small job room are also located on this floor, the latter being principally for the job work necessary within the plant. A rest room is another feature of the appointments of the building and is located on this floor.

The second floor contains the press room, composing room, stereotype foundry, shower baths, locker room and toilet equipment, comprising a one-floor layout, eliminating both a waste of time and energy. In the rear is a mezzanine floor for

KEY TO "NPJ BLUE PRINT", POTTSTOWN (Pa.) DAILY NEWS

COMPOSING ROOM.

1—*Linotype Machines.*
2—*Linotype Magazine Rack.*
3—*Dump and Galley Storage.*
4—*Wesel Electric Proof Press.*
5—*Turtles.*
6—*Hamilton Special Dump and Supply Table.*
7—*Foreign Advertising Storage Cabinet.*
8—*Cut-Cost Cut Cabinet.*
9—*Miller Saws.*
10—*Lanston Monotype Material Making Machine.*
11—*Elrod Caster.*
12—*Steel Storage Rack for leads, slugs borders, etc., built around column.*
13—*Supply Cabinet for Material Casting Machines. (Designed by Supt. Stetler and made by the Art Metal Co., Philadelphia.)*
14—*Imposing Stones.*
15—*Type Cabinets with work tops.*
16.—*Desk for Marking Advertising Copy.*
17—*Ludlow Machines.*
18—*Ludlow Matrix Cabinets.*
19—*Full Page Scott Proof Press.*
20—*Type Cabinets with Bank Top.*
21—*Superintendent's Desk.*
22—*Electric Switch Board.*
23—*Stairway to Business office and Editorial Rooms.*
24—*Fire Tower.*
25—*Lockers, Shower, lavatory, etc.*
26—*Drinking Fountains.*
27—*Machinists Bench.*

FOUNDRY.

28—*Duplex Matrix Roller.*
29—*Wesel Radial Arm Router.*
30—*Wesel Jig Saw and Drill.*
31—*Wesel Combination Saw and Trimmer.*
32—*Wesel 7-col. Automatic Locking Casting Box.*
33—*Margarch Water-cooled Repigging Molds.*
34—*Chipping Block.*
35—*Duplex Tail Cutter and Shaver.*
36—*Duplex Metal Pot.*
37—*Tubular Plate Casting Box.*
38—*Remelting Furnace.*

PRESSROOM.

39—*Twin 16-page Duplex Tubular Plate Presses.*
40—*Paper Delivery to Mail Room.*
41—*Work Bench.*
42—*Freight Elevator.*
43—*Mat Scorcher.*

the accommodation of the steel foundation for the newspaper presses, and also storage. The necessity of an unsightly fire escape is eliminated by a fire tower.

The composing room is modernly equipped and has an effective ventilating system. Although seven Linotype machines are operated at present, provision is made for the accommodation of six additional machines as the occasion may demand. As a matter of pride, the first Linotype machine, installed 27 years ago, is retained and is in daily use, giving very satisfactory service. This is a Model 1 machine. The other equipment includes five Model 14 and one Model 8 machines. The metal pots are electrically heated, a very satisfactory service being thus obtained according to extended experience.

The basement contains the carrier boys' room, fireproof vault, paper baling room, filing room, boiler room, janitor's room, newsprint storage room and the transformer room.

THE energies of the plant have been exerted to the end that Pottstown would have a "home newspaper" that covers its field thoroughly and efficiently. The aim has been to render service to the community and service to the advertiser. The attitude of the *News* toward its employees has been most friendly, promoting their welfare in every way possible. Desirable working conditions, group insurance and summer vacations with pay, have been means toward this end. A Sunshine Club was organized several years ago, including in its membership all employes and the management. This club operates as a "good cheer" organization and when a member is ill, or a death occurs in the family, proper recognition is taken. This club holds a banquet once a year and also a picnic.

WILLIAM L. BINDER
President and Manager
Pottstown (Pa.) Daily News

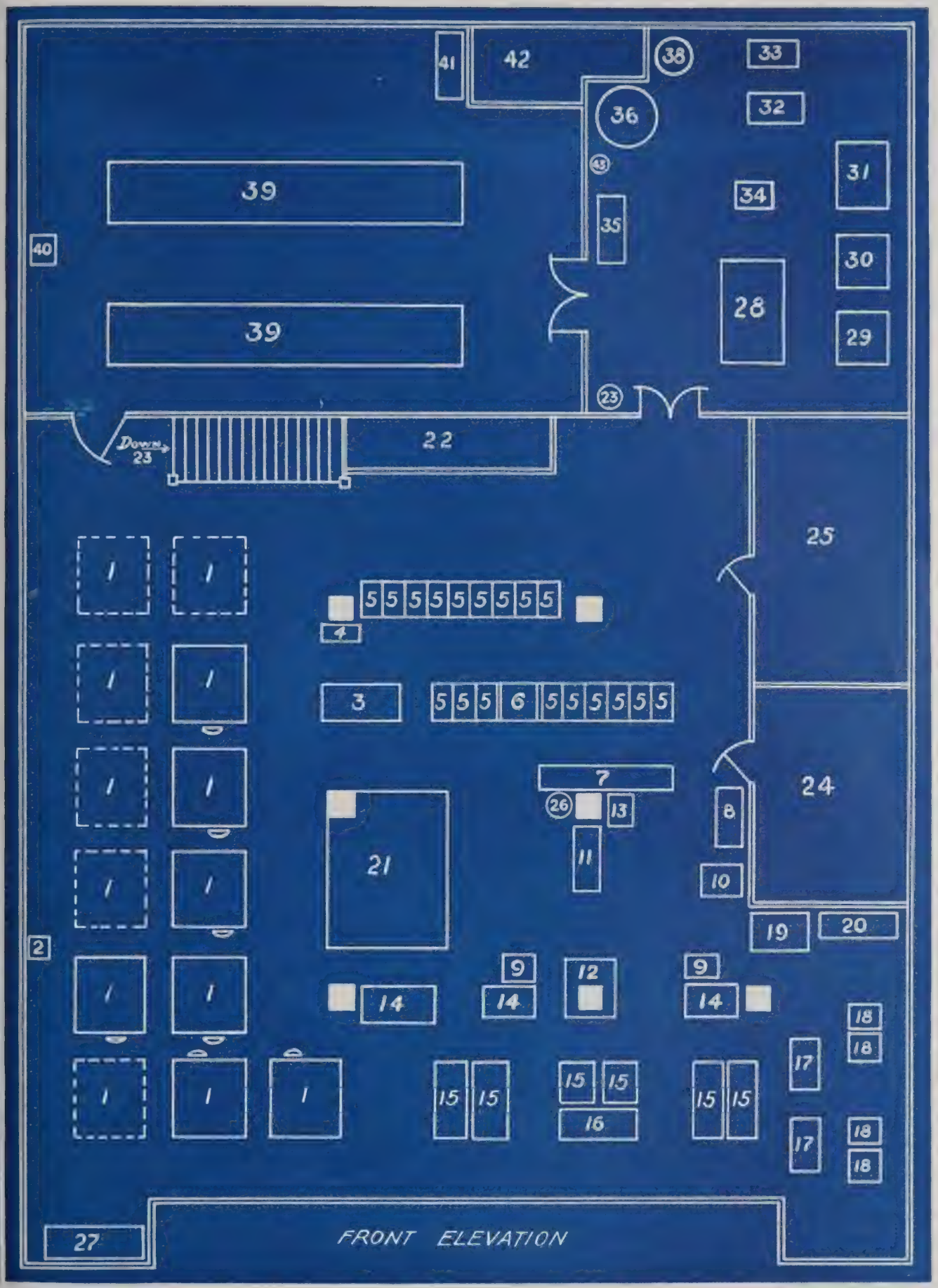
There have been comparatively few changes in the personnel of either the business, editorial or mechanical departments, in the past twenty-five years. Harry W. Feather, vice president and treasurer, has been connected with the *News* organization for more than thirty years, and he has been an invaluable assistant to its president. W. Howard Moyer, secretary and for many years superintendent of the job department, has also been associated with the paper for a similar period, or longer. It was under his supervision that the new building was erected.

The mechanical department has been under the direct supervision of Charles H. Stetler for the past fifteen years. He has evidenced unusual ability in solidifying an organization to the end that it is one of the most productive to be found anywhere. He entered the employ of the *News* as apprentice in 1893.

The editorial department is in charge of J. Ernst Spare, who also does the staff photographic work, and who is provided in the new building with all the facilities for this feature of the newspaper service, which is without question, keenly appreciated by the general public. One of the most popular features in connection with illustrated news stories has been a series of pictures of old veterans of the Civil War, a complete biographical sketch of the various veterans accompanying their pictures in the paper. All news copy is handled by Mr. Spare, who also distributes assignments to the repertorial force.

A live editorial page is another feature of the *News* that is appreciated. Editorial expression has been along the lines of constructive criticism with relation to community affairs, while at all times the policy has been to cooperate in both the news and editorial columns with city officials, civic organizations and community institutions. The editorial page is in charge of Raymond C. Kelley, associate editor, also with the paper for a number of years.

THIRTY-THREE rural correspondents cover their respective fields faithfully and well. Their news letters from the village and



MECHANICAL DEPARTMENT PLAN, POTTSTOWN (Pa.) DAILY NEWS

From a Drawing by Charles H. Stetler, Mechanical Superintendent

(For Key to Layout, Please See Opposite Page.)

The OUTFIT over at the POTTSTOWN (Pa.) DAILY NEWS

J. T. WAGNER
Adv. Manager

RAY'D C. KELLEY
Assoc. Editor

J. ERNEST SPARE
Editor

H. W. FEATHER
V.-P. and Treasurer

C. H. STETLER
Superintendent

W. H. MOYER
Secretary

farm sections have done much to popularize the paper and increase circulation both at home and in the sections from which they are sent each week.

Sports are "played up" in proportion to their worth. Religious news is recognized as important and the churches of the community are treated generously in the space alloted to them.

Free reading notices with relation to the theatres are an exception rather than a rule, and are based entirely upon their actual news value. The "reader" usually accompanying a theatrical ad is banned.

The advertising department is in charge of John T. Wagner, who takes an interest in all movements having as their object the promotion of the mercantile interests of the community.

WHITE PLUG HAT plus 90 YEARS

: : : : : : : : : *By* EDGAR WHITE : : : : : : : : :

That Picturesque Old Scribe of Sedalia, Mo., Still Going

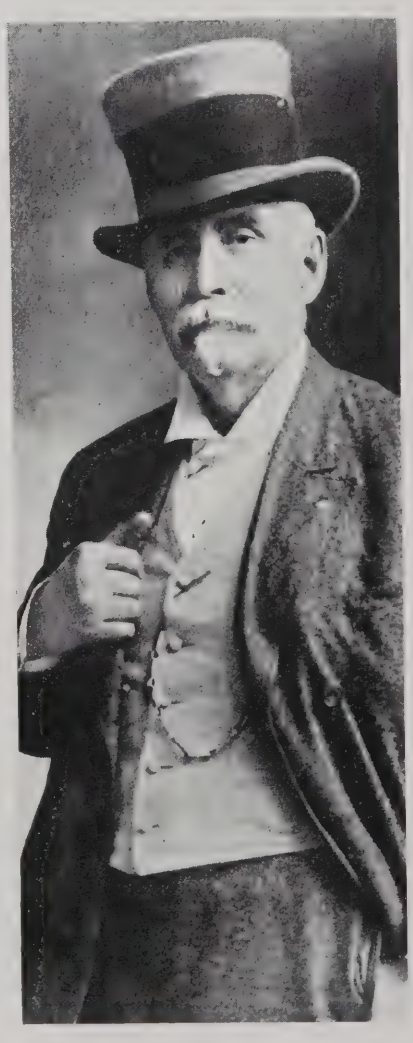
THE Missouri Pressmen took off their hats Oct. 3, 1926, in honor of a noted member of their craft who had reached the age of 90, and was still in the game.

Because of his famous white plug hat, his faithful companion for over half a century it has been the fashion to speak of Colonel J. Wes Goodwin of the *Bazoo* as "that picturesque man from Sedalia."

But Colonel Goodwin is a good deal more than picturesque. He is a first-class writing man, and knows all the ins and outs of the printing business. His high standing as a newspaper man is founded upon his amazing vitality and his resourcefulness, two characteristics so essential to men of his calling.

THE white plug hat seems to have become a part of the famous man of the *Bazoo*. In political and newspaper conventions for fifty years or more it was as a banner leading the host of activity. When deliberations had reached the explosive stage it was tossed high to the accompaniment of mighty cheers, signifying that "our side" was victorious, and the government was saved again from the rocks of disaster.

In the days of Joe McCullagh, Eugene Field, Joseph Pulitzer and Wm. Hyde, they wouldn't begin a



Col. J. WES GOODWIN
Missouri's Oldest Editor
In Harness at 90 Years

Here's a Philosophy Which Doesn't Get Rusty with Time

Missouri press meeting until J. Wes Goodwin and his white plug hat had answered the roll call. "Thirty" has been written over the illustrious names of the others, but Mr. Goodwin, at ninety, is still here and editing The Sedalia *Bazoo*, now a monthly magazine. Mr. Goodwin was born in Jefferson county, New York. October 3, 1836, and came to Missouri the year he was married —1865. Three years afterward he founded The Sedalia *Bazoo* as a weekly. A year later the *Bazoo* was issued daily until 1899. In 1918 Mr. Goodwin started his *Bazoo Magazine*, in which he reprints many of the paragraphs that caused the editors of yesteryear to quote the Sedalia *Daily Bazoo*.

In 1864, while a soldier in the Union army, Mr. Goodwin became a Mason, and has been an active member of that order 62 years.

THE following from the *Bazoo Monthly Magazine* indicates Mr. Goodwin's style:

"Unimportant if true. A great war has broken out among some of the preachers in Kansas City over the question of whether Noah got drunk or not.

"Anyhow allowances should be made for Noah. It should be remembered that in his time the whole world was wet."

Slogan under title of The Bazoo Monthly:

"Who bloweth not his own Bazoo
The same shall not be blown."

AFTER a thoughtful study of Missouri's "Bird of Paradise," Mr. Goodwin, way back in 1876, took his quill in hand and described it:

"Well, now about this mule. When the Creator made everything else and pronounced it good, the Devil tried his hand, and after a thorough mixture of every ingredient of cussedness he could hunt up, he moulded it into a wet lump and threw it slap against the saw-buck to dry. It dried into a mule. Yes, the mule. All he has to do is to bend his ears over forwards and his hind feet work like buzz saws. Put him in harness and it is hard to tell which way he'll travel; put a saddle on him and he appears to doze; but try to mount him and four feet fly out in every direction. The mule can kill a fly on his left ear with his right hind foot without the shadow of his leg ever moving on the ground. This morning, April 12, one of these kind of mules came into the postoffice yard with a small boy and a big mail bag on his hurricane roof. As Harry Demuth was busily engaged just then, Ed McClellan, the other part of the postoffice, tried to unload and reload that mule. The mule unloaded himself, but when Ed tried to get near him with a huge mail bag, that mule went through a gymnastic exercise that would bring tears of joy to the eyes of Prof. Helmrich."

On a personal card, bearing his picture and a sprig of goldenrod, Mr. Goodwin sums up his philosophy of life with this quotation; *"I am an old man and have had many troubles, but the most of them never happened."*

"EVEN the GOVERNOR CAN'T GET FREE PUBLICITY"

Wisconsin Community Newspaper Man Draws Line as to News, Editorial and Advertising

WORD reached Luck, Wis., that the governor of Wisconsin would be up and make an address. Dick Pugh, publisher and editor of the *Enterprise* in "the little town with the magic name", did not mention the fact in his weekly. He was swamped with calls and letters, many commending him and many severely scoring him (or, trying to). He remained silent until the next issue of his paper, when he answered in type and ink on his editorial page. His answer indicates a point of view that is of special interest, in the season of primaries, elections and legislatures, to all publishers and printers. The incident, as Mr. Pugh sees it, relates to the "free publicity evil". Here is Publisher Pugh's public answer, in part, to those who supported as well as those who opposed his stand:

WE have been challenged. But we still consider that the difference between advertising and news is not very definitely understood by certain critics. Advertising a candidate is much different from announcing the coming of an official. Blaine came to Polk county in the interests of his own political aspirations and not as an official of this state. As candidate it is up to Blaine or his adherents to serve notice on his followers of his coming. : : :

"If Blaine or his followers want to announce his coming it is up to them, but it is up to the publisher to differentiate between news and advertising : : : "

THE editor of *"NPJ"* requested Mr. Pugh to extend his views in these columns, and he replied: "Candidates are accustomed to maning requests for space through campaign managers, and accustomed to compliance with these requests. This year they took, in some cases, the form of a demand with the curt bit of information that the paper could not expect compensation.

DICK PUGH
Luck (Wis.) Enterprise

"The *Enterprise* has but three commodities for sale and we insist upon payment for these commodities when sold. A certain *candidate* was to come to Luck and the county manager made a demand for an announcement of his coming—without pay to this newspaper. We did not come through, with the result that we were severely criticized by followers of the candidate, who believed that the announcement was news.

"The case in point brings us up to where the line is drawn between *news* and *advertising. The fault with the average country publisher is in his own ability to distinguish, or his lack of determination to decide, and let the public know his decision.*

"News to a preacher consists of stories about his certain brand of religion; news to those interested in politics consists of long tirades against political opponents and of boosts for themselves, while advertising consists of display advertisements by merchantile concerns.

"Until publishers can and do make the distinction between advertising and news their opinions on the subject will get no consideration from the public and demands for advertising in various forms will be made on them.

"The amount of free publicity now being sent to country newspapers is always augmented in election years with loads from the numerous candidates. It is impossible to use it all, and the policy of the *Enterprise* is to bunch it and toss it into the waste basket. *The place for a newspaper to express opinions for or against candidates is in the editorial column.*

"Subscribers are not forced to read any newspaper and for them to attempt to dictate the policies of the paper is ridiculous, and should be futile. Newspapers with ideas and backbone need never worry about circulation as the American people cannot resist witnessing a fight.

"The *Enterprise* in its decided stand against dictation by readers has lost but one subscriber who stated he did not like our politics. That is well and good with us, as we might not like his politics, either.

"The country press need not fear extinction if a business policy is adopted and adhered to, but the newspapers which fail to serve and which are not built on a solid business foundation may look forward to the time when they shall be defunct and non-existent.

"When a newspaper can get criticized it is a time for rejoicing".

Circulation This Week, 1,950

ST. JAMES PLAINDEALER

Watonwan County's Newest Newspaper

It Pays to Read the Ads

Volume 36.—No. 42. St. James, Minn., Wednesday, Oct. 20, 1926. $2 Per Year in Advance

Nels Hegstrom Celebrates His Eightieth Birthday as Many Relatives Gather

Pioneer Settler Is Deeply Touched When Large Group of Relatives Gather—Came to This Country in 1869—Helped Build Railroad Near Minneapolis Falls—Has Four Children.

One of the most notable family reunions ever held in this county took place at the home of Mr. and Mrs. Hegstrom, Arlington addition, on Thursday night, the occasion being Mr. Hegstrom's eightieth birthday anniversary.

Deeply Touched by Event

Mr. Hegstrom is an old settler in this county and has a host of friends who gathered at his home on the occasion of the anniversary of his birth. Many came early and remained late, as it was a time of real old fashioned visiting and reminiscing, which the old gentleman's memory. He was deeply touched by the large number present to observe with him by the gathering and extend congratulations as he took both with pleasure. It is the first time in the years that all of the children were present. The refreshing event will undoubtedly be one of the most pleasant because during the many years to his credit he has been a true friend to all who knows him. He is a native Canadian and a fine, honorable man, and those who have come to our shores have chosen a good citizen to join with.

Mr. Hegstrom was born Oct. 18, 1846, in Northern Sweden, Vesterbotten and Sunderland. There he grew to young manhood and at the age he decided to seek a home in the new country. He came to America, landing at New York, coming west he settled in Goodhue county, near Red Wing. Minn., and lived there for a year. In the spring of 1869 he moved to Dakota and that fall he moved to Watonwan county and homesteaded 80 acres of prairie land, six miles southeast of St. James and six miles north of St. James on the Goodhue road.

Out of this tract of raw prairie he created by the patient labor of years the fine farm the old family now—which has become in time a familiar landmark to all who travel the highway. It was built like a fort—a home stead. It looked over the wide spread buffalo sod. Were he came to the farm he built a rough board shanty in which he lived and in which he was married. That shanty is still standing on the old farm.

Married in 1876

Miss Emma Johnson became known to this country in the early part of the year 1869. She stepped for a day in Chicago and then came on to this county. She was married to Nels Hegstrom June 8, 1876. They at once started to build a new home on the farm. On account of the scarcity of wood in the early days they were forced to the sod. That winter there was much fire-work had by the extreme cold and snow.

Mr. and Mrs. Hegstrom lived on the farm for 24 years when they moved to St. James where they resided for four years. They then bought their present home where they have since lived.

In the spring of 1908 they moved back to the farm and rented there until 1916 when they returned to the city and have lived here since.

Helped Build Railroad

During the period from 1869 to 1876 Mr. Hegstrom had the experiences of many other pioneers. He worked at anything and every thing he could to make some money. In 1869 he was hotpaid to help the railroad as it came west from Mankato toward St. James and Fairmont. He was in the employment and was working in the harvest fields near Mankato.

After harvest he worked on the Normal school building at Mankato. During the grasshopper days he farm was abandoned for five years and he found work in the State

(Continued to page 18)

Places Given for Health Programs

Places of meeting, subjects of lectures and medical and dental speakers are announced today for the four Health Day programs to be given the latter part of this month at southern Minnesota points.

Definite arrangements have been made by the committees for meetings to Blue Earth to be held at the Sandborn theater Tuesday, Oct. 26, in Fairmont at the American Legion hall, Wednesday, Oct. 27, in Hopkins at the high school auditorium Thursday, Oct. 28, and in Worthington at the Methodist church, Friday, Oct. 29.

THEO. CHRISTIANSON

Having made a promise to his party before leaving Texas, Governor Theo. Christianson arrived in St. James on Tuesday to attend the Democratic rally held here that evening. It was a very large crowd that heard the governor speak.

Madelia-St. James Golf Club Planned

Committee Consisting of Four With Dave Coppernull, Is Appointed

Thirty enthusiastic golf enthusiasts gathered at the Commercial room rooms here last night. The purpose of having a golf club in this community was discussed. [illegible] Dave Coppernull, Jr., [illegible] Madelia and St. James, was appointed to form a committee to solicit members and funds for a course. A committee consisting of Dave Coppernull, Jr., Madelia

13,000 PUBLISHERS, with 12,500 DOING JOB WORK, "SEE" SCHOOLS

Newspaper: Printing Industry Now Getting Awake on Training of Rank and File Workers, Educator Shows U. T. A.

By Ross W. Kellogg

Address to Educational Dept., Detroit, Oct. 18
Director, Empire School of Printing, Ithaca, N. Y.

THE newspaper publishers of the country are at last alive to the need of training for their "rank and file" workers, and in printing. Prior to 1923, the American Newspaper Publishers' Association, had supported in a very small way a privately owned Linotype school at Macon, Ga. The leaders realized that they owed a great deal to the printing industry and that publishing could not continue on a high plane unless the personnel in the composing room was raised, the quality was raised and a sufficient number prepared to carry on the work.

The first real step was at the convention in 1923, when a resolution was passed unanimously to create a fund for the support of printing trade schools. The assessment, which is still continuing, is based upon three dollars for each typesetting machine or slug casting machine or mechanical typesetter in the offices of the members, and that assessment raises $22,000 annually.

The committee in 1924 and again in 1925 gave to four schools in this country $100 per graduate and in that way disbursed $16,000 each year of its funds. The schools are the Northwest School of Printing, at Spokane, Wash.; the Southern School of Printing, at Nashville, Tenn.; the Southwestern School of Printing, at Dallas, Tex.; and the Empire State School of Printing, at Ithaca, N. Y.

HAVING focused attention upon the need of printng, the need of training in printing and also in engraving, stereotyping, web press work, and other branches of the publishing industry, the committee has been instrumental in the establishment of three new schools.

The publishers of Chicago have financed a school for training photo-engravers. The publishers of New York have established at Ithaca a school allied with the school of printing which is known as the Empire State School of Engraving. A school has been established at Springfield, Mass., under the sponsorship, but not, as I understand it, with financial aid as yet, from the New England Daily Newspaper Publishers' Association. All these schools have come into being since the first of last January.

The Southern School of Printing was established by the Nashville Printers Club and later taken over by the Southern Master Printers' Federation. It has help from the Southern Newspaper Publishers' Association, but not financial help, although in its project to erect a home of its own it is receiving donations from newspaper publishers.

The school at Dallas, Texas has recently been taken over by the Dallas Vocational School. This school was organized to a great extent through the efforts of the publishers in Dallas and vicinity.

THE newspaper publishers of the country are very much interested in the school at Spokane, Washington, because in their opinion it has an equipment which should exist in all schools of printing, supported by publishers' associations.

At Spokane, the school committee was very fortunate in having placed at its disposal the emergency plant of the *Spokesman Review*. This plant, valued at about $75,000 has a sextuple press, stereotyper's outfit and composing room, and is a model newspaper plant in every particular. This school is supported by the Pacific Northwest Newspapers' Association. This association has purchased equipment for the school—additional equipment—to the extent of about $10,000, and has maintained the school since its organization in September, 1921, the total outlay being about $72,000.

In 1921, the publishers of New York state came to realize that something must be done in the matter of training printers for use in the state. Early in 1922, the decision was reached to establish at Ithaca a school of printing.

It was decided to make the support of this school voluntary among the sixty-two members of the New York State Publishers' Association and forty of them were signed up on a supporting agreement to pay into a fund for the maintenance of this school a sum not to exceed $25 for each journeyman printer employed.

It was estimated at the time that this fund would range between $18,000 and $25,000. Starting with only forty members in 1922, the supporting group has now reached almost 100 percent of the membership of the association.

We have never called upon the members of the association for more than $20 per journeyman in any one year. Our largest contributor is one of the Buffalo papers, and it pays on the basis of ninety journeymen and so pays into the school a fund of $1800 a year. The lowest is $160 a year.

We did not establish at Ithaca a Linotype school. We endeavored to establish a complete school of printing so far as we were able to and we give instruction to every one who comes to the school in hand composition and platen press

YOU publishers are not sold on the printing industry. You are sold on journalism, on publishing and newspaper work, but so far as printing is concerned, you have almost forgotten that a printing plant is necessary in order to do publishing : : :

—"DAD" MICKEL
Southern School of Printing

The IDEAL LIFE NEVER is LOST

Phillips Brooks

THE ideal life is in our blood and never will be lost. Sad will be the day for any man when he becomes contented with the thoughts he is thinking and the deeds he is doing—where there is not forever beating at the doors of his soul some great desire to do something larger, which he knows that he was meant and made to do.

work as well as Linotype and Intertype operations and mechanism.

It is our belief that we can not make a good Linotype operator unless he knows the elements of hand composition.

IN the past the publishers have failed to realize the importance man power in their composing rooms; they have taken the printer for granted. I think that this is better stated by Mr. Mickel of the school at Nashville, Tennessee, who recently said to newspaper publishers, *"You are not sold on the printing industry. You are sold on journalism, on publishing and newspaper work, but so far as printing is concerned, you have almost forgotten that a printing plant is necessary in order to do publishing. We can not have journalists unless we have printers who can do the ground work of publishing."*

That sentiment was echoed a year ago last August when Adolph Ochs, New York *Times,* addressed our graduating class. Mr. Ochs' son started as an apprentice boy and has risen in the publishing business, but he realizes the importance of printing and, due to his leadership, we are hoping for greater things in connection with our school at Ithaca.

Great fortunes have been made by newspaper publishers and I regret to say often bequeathed to work in educational fields far removed from those of printing and publishing. The schools of printing which are wholly or in part supported by the newspapers are showing the American newspaper owners a field in which they may make a splendid contribution, not only to the upbuilding of their industry, but also to the upbuilding of America.

We hope to establish at Ithaca a newspaper institute where publishers of newspapers may send their sons the same as you men send your sons and your friends to the school at Indianapolis or to Carnegie Tech. to gain a general education along printing lines.

Such a school as we have in mind will in no way conflict with schools of journalism or with colleges offering engineering training in newspaper production. Such a school will supply the publishing industry with the rank and file workers, or as someone has so aptly termed them, the common or garden variety of printer, pressmen, engraver, reporter, and advertising solicitor. *The newspaper publishing industry is suffering to-day because the workers in these positions lack the proper training.* The newspaper publishers feel that under the high speed methods employed in the newspaper plants proper training can not be given in the plants.

UNEXPECTED RESULTS FOLLOW USE OF A FEW LINES ON PAY ENVELOPES

Time.....Hours *Advanced $.....*

PAY ENVELOPE

NAME .....

EVERY Employe can benefit himself, the company, and our customers by patronizing in so far as possible the business and professional concerns who patronize us. When making purchases, let us remember those who help us earn our money; for such practice works to the advantage of us all.

WOOLVERTON PRINTING COMPANY

WORKS OUT "OTHER ANGLE" of TRADE-at-HOME
"You Buy From Me and I'll Buy From You, Neighbor"

By DONALD O. ROSS

ONE of the salesmen for the Woolverton (Ia.) Printing Company was interviewing a customer about a job of printing. "For ten years," said the merchant, "I've given my printing business to the Blank Company and they give me very little business in return. Their employes buy from a mail order house and in a neighboring city. So, I do not feel that I want to give them any more of my work—the favors shouldn't all come from me."

The Woolverton Company printed a short message on the pay envelopes, suggesting that all employes spend their wages with customers of the company in so far as is possible.

THE plan works two ways. In this case, it was found, *it awakens the employe to the value of friendships among local merchants and causes them to take more interest in the concerns who have their printing done at Woolverton's* Also, a letter was sent out to local customers and one of the pay envelopes was enclosed. This had a decidedly good effect for building good will among customers. It showed local businessmen that the printing concern was anxious to reciprocate all favors.

The interest which employes of the company show in making purchases often results in an order for a job of printing. The plan pays in dollars and cents as well as in goodwill building.

PAYING TOO MUCH? TOO LITTLE, for READERS?

Selling Cost on Subscriptions, New and Renewals, Is Being Watched Closely Now

MANUFACTURING enterprises have a more or less established selling cost which is considered standard, but newspaper circulation promotion work is not in so stable a position. A new enterprise always apportions a larger amount to selling than it will allow when it has become a going concern. A New York city newspaper began in 1913 an extraordinary campaign to sell itself into a larger circulation, and the great selling expense it allowed is too high above standard to be considered in this discussion. Its investment practically amounts to a capital increase. On the other hand, what whould be considered as a normal selling expense of a newspaper under average conditions?

SOME highly successful papers report 35 per cent. Others run as high as 50 per cent. A few get down to 25 per cent. If a paper sells at $5 a year, country edition, a selling expense of 35 per cent would allow $1.75 for obtaining a new subscriber. The $3.25 left would go into white paper and postage.

A six-day paper of 8 pages has a combined mailing and paper ex-

pense of $2.90 leaving, out of a $5 subscription rate, $2.10 for selling expense. If this paper holds the selling expense to 35 per cent, or $1.75, the total for paper, distribution, and selling is $4.65, leaving 35 cents to bear departmental and overhead charges.

The same paper sells at $7.20 by carrier in the city. Allowing 4 cents a week, or $2.08 a year, for delivery; $1.35 for paper and 35 per cent for selling, or $2.52; the total for paper, distribution, and selling is $5.95, leaving $1.25 to bear departmental and overhead charges.

The cost of selling in the city will not equal the cost of selling in the country, for this paper. No premiums are used in the city and the soliciting expense is not so large. This paper uses a premium costing 35 cents, in the country work, and a solicitor who is paid $35 a week.

ANOTHER newspaper pays its carriers 25 cents for every 16-week's subscription, which is at the rate of about 80 cents for a yearly subscription, or between 15 and 16 per cent of the subscription price of $5.20 a year by carrier. This is a low selling expense and has proved effective. Certain prizes used in contests to stimulate the boys to work for new business will increase the selling expense slightly.

Where the white paper alone consumes the circulation revenue the selling problem is unchanged so far as keeping it under 35 per cent is concerned.—*Pennsylvania Association Bulletin.*

DO FIELD MANAGERS EARN THEIR SALT?

Here Are Facts From Their "Book of Experience" Collected for NPJ

By NORMAN J. RADDER

Associate Professor of Journalism, Indiana University

"THE editor of our news paper is the dirtiest man in town. He looks as if he hadn't taken a bath for six months. Send us a man to start another newspaper."

This is part of the contents of a letter received by the field secretary of a state press association.

The secretary knew the town couldn't support two newspapers. Furthermore, all his efforts for the last ten years had been directed toward reducing the number of newspapers.

He took the next train to the town. He saw the editor. The men who had written the letter were right. The editor looked like a tramp. His office was a mess, and his paper an eyesore.

There was some straight talking. "Buy some new clothes, take a bath every week and shave every day. Clean up the office. Put in a bookkeeping system, make some money, and put out the kind of a paper your town wants." This was the burden of the field man's constructive advice.

The editor didn't get sore. He saw that he would have a competitor in his field if he didn't change his habits. He did change. Today the merchants and professional men in his community are satisfied with him and with the paper he is getting out.

THE press associations of eleven states—California, Washington, Colorado, Kansas, Nebraska, Iowa, Missouri, Minnesota, Michigan, New York and Pennsylvania—at this writing have field secretaries. The plan apparently started on the coast. Fred Kennedy began his work for the Washington Press Association 17 years ago.

What are they doing for *newspapers?*

Most of them are men who have had years of experience as editors, publishers, and owners of job plants. O. L. Little of Kansas, Ole Buck of Nebraska, Len Feighner of Michigan, Jay Shaw of New York, Ed Bemis of Colorado—all know the newspaper business because they have done every job in it that there is to done.

What are they doing to earn their salary as field secretaries?

OUT in the state of Washington, Fred Kennedy turned an appraising eye on the itinerant advertising solicitor who sells $300 or $400 worth of advertising in a town, pockets half of it as a commission, and then goes merrily on his way letting the publisher hold notes for the rest of the contract.

"Let the publisher sell his own advertising. If he needs help, the press association will help him."

So reasoned Mr. Kennedy. *He hired a first-class advertising solicitor and last year this man sold $43,000 worth of local advertising, mostly in small towns.*

It wasn't trick or scheme advertising either. It was genuine publicity reflecting the individuality of the advertiser, and based on sound merchandising methods. Some of it was so good that it attracted national attention, as, for instance, the insurance and bank advertising. You know the kind most banks run: "We're ready to serve" or something about "save for a rainy day" and a picture of a man under an umbrella. This Washington advertising talks about one particular bank and no other.

Most of the bank and insurance publicity is based on specific instances of service.

Another man, also working under Mr. Kennedy's direction, is endeavoring to sell to the manufacturers and advertising agencies of the Pacific Northwest the idea (it seems so obvious that you wonder why it should have to be sold, but it does) that if they wish to compete with the manufacturers of the east and middle west they must advertise in the newspapers and in all the news-

Field Managers "Luxuries"? : : : :

THEY have been far more successful and "dividend-earning", Prof. Radder proves in this article, than most of the members know; for instance: (One and another)

"CLEANED UP an editor, "the dirtiest man in town"

CUT THE LEGS under itinerant advertising fakers, and

PUT THROUGH some real "extra profits" for publishers

DEVELOPED Intra-State advertising

STANDARDIZED advertising, subscription and job practices and proper returns

INSTALLED adequate accounting and cost-finding systems

STOPPED bad and effected useful legislation

HELPED weak collectors of bad accounts

TOLD the public the real story of the Press

ONE STATE PRESS FIELD MAN HAS PAID HIS SALARY FOR 500 YEARS!

papers, not merely the dailies. Thus, for the first time, the case for the country weekly is being systematically presented to the advertisers of the Northwest. It took nine months before any results were apparent. Since then an increasing volume of advertising has made its way to the community weekly.

"Make it easy for the advertiser to get into the country newspaper" is the slogan in Washington.

When Mr. Kennedy found that it sometimes cost an advertiser $200 for plates for a 4x6 ad in 25 country weeklies, he was surprised that the country paper got any business. That was seven years ago. Today virtually every newspaper in Washington has a casting box. (Sometimes three or four newspapers close together own one jointly.) Most papers are on a 12-em basis. Result: It's easy to advertise in the country newspapers in Washington and these papers are being used more.

SEVERAL field managers have been successful in expanding the volume of intra-state advertising. Thus in Nebraska, Ole Buck has hammered away at state fair, public utility and political advertising. He places advertising in all Nebraska papers for the state fair and for candidates for state office and for congress. Whereas state fair officials used to spend their money on posters, auto banners, etc. today almost the entire appropriation goes to the newspapers.

A few years ago the Iowa state fair officials used only a few of the larger newspapers. Last summer, as a result of the work of G. L. Caswell and E. F. Tucker, paid advertising was placed in 450 papers.

One piece of copy and one check does the business so far as the advertiser is concerned, under such plans.

The field manager plan is essentially a service enterprise. Most field managers visit every member at least once. In some states such as Colorado, for instance, this is no easy task and Mr. Bemis in driving over the lonely passes of the Continental Divide needs the expert driving ability of a De Palma and the unerring marksmanship of a David Crockett. He occasionally makes a trip of 320 miles over the mountains to serve one member.

STANDARDIZATION of advertising, subscription and job rates has from the start been an important part of the field man's work.

Another Used a Plan Selling $43,000 worth of Local Ads, in Small Towns : : :

◈ ◈ ◈

County organizations of publishers are an important factor in bringing about uniformity of prices. Oftentimes newspapermen in the same town or county are brought together about a dinner table, and come to know one another and establish friendly relations, which makes them cooperators instead of competitors.

Field managers have been active in urging the adoption of cost finding systems and bookkeeping systems. In Missouri, for instance, general advertising rates have been raised 25 to 50 per cent in the last four years since J. S. Hubbard became field secretary. Not a publisher has lost business by the move. In most cases the volume of advertising increased with the advance in rate.

The substitution of something approaching standardization for the chaos of country newspaper rates has enabled some field managers to issue rate books for most of the newspapers in their state. The lists of Iowa, Nebraska, Missouri and Washington newspapers make it easier for the national advertiser. There is a tendency toward a uniform rate for a given circulation. Publishers have been encouraged by field managers to send standard rate cards to advertising agencies. These rate cards have brought in much new business. Any member of the Missouri press association who wishes to send his rate card to agencies or otherwise circularize them may use the addressograph in the office of the field manager who has a list of all the reliable agencies.

LEGISLATIVE work is an important part of the field man's duties. At nearly every session of the state legislative bills are introduced to reduce county or city paid publicity, to lower the legal rate, or to put restrictions on the press.

For instance, at the last session of the Missouri legislature a bill was introduced to cut the legal rate in half. According to the president of the Missouri Press Association, who was president pro tem of the lower house, by the defeat of this bill enough money was saved by the newspaper to pay the salary of the field manager for 500 years.

IN Missouri and Iowa thousands of dollars has been saved for publishers by the cooperative purchase of newsprint. In Iowa this service was carried on only during and after the war. In Missouri, however, it is still being done and the small publisher who buys only in 500 or 1,000-pound lots gets the same price as the man who buys two or three tons.

FIELD managers aid publishers in getting competent help. They act as a clearing house for the sale or exchange of equipment and help bring the buyer and seller of newspaper properties together. In several states they aid in the collection of bad debts.

Not only does the field manager aid in the collection of bad accounts, but he sees to it that there will be fewer bad accounts on the publishers' books.

Virtually every field manager issues a bulletin at regular intervals. He is in close touch with the Better Business Bureaus in his state. When some particular type of fraud is being practiced, he immediately runs a notice in his bulletin. He sends out warnings regarding illegitimate advertising agencies and fake clipping bureaus.

MANY inquiries come to them or are referred to them regarding lists of dealers, merchandising conditions, shop arrangement, etc. In California, for instance, Ben Read, secretary of the Southern California Editorial Association, has given forty-seven talks on the value of a newspaper to a town before noonday luncheon clubs and chambers of commerce. He shows by definite figures what the newspaper has invested in plant and buildings, and what it is paying in wages and salaries to people who are spending their money in the home town. It is not hard to show that the average newspaperman has a greater investment than the local banker, and that he is putting many times as much into the community as any other man.

IS Your Filing System a Morgue?

'MOVE the PIANO, Not only the STOOL'

Canadian Publisher's Hard-Hitting Recipe for Publishers who Complain About Local Business Being Not So Good

By E. Leon Garret

E. LEON GARRET
Indian Head (Sask., Can.) News

IN the advertising department of every newspaper's work there are two outstanding viewpoints which should be thoroughly understood by the publisher. They are:

1.—*Our Point of View.*

2.—*The Merchants' Point of View.*

But you say: "Why, of course, we know our own point of view." Do we? And *do we convince our clients that we know it?* We may have our rate cards nicely proportioned and classified, but do we fully understand and appreciate their meaning as seen by our retail merchants?

We must have a very legitimate reason for our rates. Again, you may say: "We have." Then, if so, we are operating under a very perfect system—and perhaps are all following the Association's rate card. But are we? I fear not.

How many of us have made a definite business of forming a legitimate argument for our rates for advertising? Why are they 20c, 30c or 35c per inch for yearly contracts and so on through our schedules? I maintain *this correct figure can only be arrived at in a deduction of the cost of production with an addition of your desired per cent profit.* Yet we seldom get down to it.

I would like to suggest that the newspapers themselves show the general public their faith in their own point of view. How many of us advertise? How many of our job departments carry an advertisement in the paper?

THE OTHER VIEWPOINT

WITH the complete satisfaction that we know our own point of view, we should have little hesitancy in approaching our retail merchants. You'll notice I used the word "approaching," for I believe *we* should do a large portion of the soliciting of advertising.

"Advertising" is a commodity different from all those on the shelves of the stores. You don't parcel it up and hand it to your customer. He can't always carry home some tangible parcel for his bargain. In fact, it is quite the reverse—some merchants less keen on the subject seem to doubt the fact that they are getting much in return for their costs.

Then, let us help them over this by means of a friendliness in business relations which will make him understand our point of view as well as his own. It may seem useless to suggest to all we busy printers that we should visit our merchants more frequently and talk with them of their store news, etc. I believe a great deal of this can positively be accomplished if the printer be only sufficiently determined.

Some one once said "A Rotarian is a man who does not move the piano stool when there is a piano to move." *There are a great many pianos to be moved in developing advertising for a newspaper.*

We only move the stool when we let the advertisements run unchanged; when we book an advertisement for an indefinite period and let it run unchanged; when we fail to make a news item of the fact that a new business is opening in town; when we allow bad errors to go through the advertisements; when we fail to send proofs for verification; and, when we fail to look after the front office-end of the deal, in rendering accounts.

PLAN A YEAR AHEAD, NOW!

NOW, assuming that we have gained these two points of view: we know and believe in our rates; and we have the merchants point of view—Let us step out to help him at every opportunity. The time taken in this co-operation need not require that of a manager, or that of a salesman—but just plainly that of a printer honestly interested in success—his success and his merchants' success.

The real music would come if we moved the piano.

Amongst the smaller class of merchants there is yet a sneaking notion that an advertisement is contributing to the upkeep of the village paper—a very worthy cause. Eradicate this completely and for all time by having the small advertisements changed every week, and with live copy.

First, we must have a specific quest for local advertising; not awaiting the pleasure of the merchant. Especially is this necessary with a new business concern in our midst. This must be done early in the year to secure our regular advertising contracts.

What inducements?

Be a promoter of advertising *campaigns,* seasonable and eventful. I suggest before the new year opens that each publisher tabulate a local calendar all of his own—listing the local events of the year that could be "played up' in campaigns for special advertising. We have found this exceptionally profitable at Indian Head.

As an initial step to the year's advertising you may be able to help your merchants in securing a cut service — there is nothing more profitable. Out of date styles are readily recognized by the readers.

We have merchants in every town who would appreciate the most trifling suggestion or assistance. We were able to introduce a cut system or service for five of our leading merchants in one year,—and everyone thoroughly appreciated this.

LIKE SUBSCRIPTION CONTEST

PRACTICALLY every one of us have run a subscription contest for our paper: have you ever worked *hard* to promote some kind of a contest for your merchants?

I suggest that you plan the entire contest from A to Z. Show the outline to your merchants. Get their sanction. Set the dates for the contests and the weeks for the advertisements to run—and the large and extra advertisements will come your way. To make it even more effective, draw up a dummy. Design it

out in pages, paste a copy of your heading across the top of the front page; in short, visualize your scheme. Write or print in your startling headlines. Write the synopsis of your contest.

Too many of us think the dummy pages are only for use on the larger papers. It looks like a big idea for a small paper.

Pardon another personal example. Our town celebrated its twenty-first birthday. Plans were made for a public banquet and dance in celebration. Even though a hand-set paper, we were able to issue sixteen pages, well illustrated, with a large front page article on the growth of the town. Advertising increased 50 per cent. The merchants didn't ask for it.

FRIENDLY DEADLINE STOPS RUSH PEST

Plan So Simple that One Says, "Why Didn't I too, Think of It Before?"

Inland Dailies Address, October 19

By C. E. BROUGHTON

THE "deadline" is and has been a problem with newspaper publishers for a long time, but more so in recent years, due to the increased lineage and the issuing of more editions daily.

The Sheboygan *Press* has no absolute "deadline" for advertising copy. We have found it impossible to follow any prescribed or set rule, but have worked out an understanding with our advertisers that has created a *friendly "deadline."*

There are two principles on which we work to get practically all copy in the office the day before insertion:

1.—A BETTER SET-UP and AMPLE TIME to make corrections.

2.—BETTER POSITION. All ads that are in the day before publication are given preferred position in the dummy which is closed at 6 p. m.

The results of this mutually beneficial plan testify to its practicability.

15% of all ordinary copy is in by 1:30 p. m. the day before insertion.

40% is in by 3 p. m.

60% is in by 4 p. m.

90% is in by 4:30 p. m.

95% is in by 5:30 p. m.

That leaves only an average of 5% of all copy to come in on the morning of the day of publication. The average amount of copy accepted in the morning is 40 inches. Only in rare instances have we accepted as much as 100 inches.

"Ordinary copy" means copy smaller than page size. With few exceptions all full pages are in before noon on the day previous to publication. All spreads are in two days before insertion.

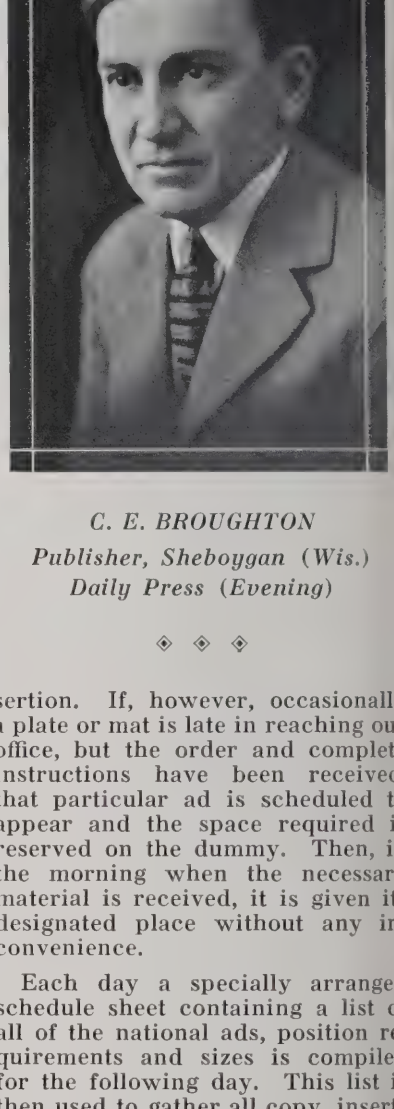
ANY "deadline" arrangement, we have learned, must be so flexible that it will promote the best interests of both the newspaper and the advertiser. Some days the volume of advertising is so heavy that we cannot accept an inch of copy after 5:30 p. m. the day before publication. On other days business is comparatively light, permitting us to handle profitably a half-page ad as late as 10:30 a. m. on the day of insertion.

We continue to accept advertising copy until the paper is filled and the composing room is congested. We have found that a certain amount of crowding in the composing room is a good tonic for the efficiency of that department.

Perhaps the most substantial benefit for the newspaper from our "get-the-copy-early" plan is that over-time in the ad alley has been reduced to an average of 2 hours per week (1 hour on Wednesday and 1 hour on Thursday), and overtime on the linotypes for advertising copy has been cut to an average of 3 hours per week.

I have dealt at some length upon local advertising, a "dead-line", and its advantages, but I have also made it quite clear that there can be no such a thing as a compulsory "deadline"; at least, that is our contention. The advantages that have accrued through a system of co-operation between the advertiser and the newspaper are many and varied.

WHILE we have been setting our house in order locally with the advertisers, it has not been without advantages to the national advertisers as well. All orders, copy and plates for national advertising should be in our possession on the afternoon of the day preceding insertion. If, however, occasionally a plate or mat is late in reaching our office, but the order and complete instructions have been received, that particular ad is scheduled to appear and the space required is reserved on the dummy. Then, in the morning when the necessary material is received, it is given its designated place without any inconvenience.



C. E. BROUGHTON
Publisher, Sheboygan (Wis.) Daily Press (Evening)

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Each day a specially arranged schedule sheet containing a list of all of the national ads, position requirements and sizes is compiled for the following day. This list is then used to gather all copy, inserts such as dealers' names, etc., and plates, which are kept in a separate room and entirely apart from the composing room.

Immediately after all forms have been run through and the paper has gone to press, work in the composing room is started on national advertising for the next day. The necessary make-ready such as placing bases under plates, setting up and inserting local dealers' names, addresses and phone numbers, and setting medical copy, is begun. This eliminates any waste of time in the ad alley and composing room until such time when the bulk of the local copy reaches the office.

It also divides up the work so that the mornings are not such "rush" periods. All this being taken care of the day before, and with a daily dummy showing exact positions of both local and national ads, it is an easy matter for the make-up man to place the advertising the first thing in the morning.

CLEAR-CUT POLICY GETS WANT-ADS

Noted Printer-Publisher Explains Point Passed Up by Many in Building Classified

By EDWIN A. BEMIS

THE daily publications throughout the country have long realized the value of the want ad or classified department. One editor of a very important daily stated that, if it were not for possible abuse, he felt that the classified department was of enough value to throw it open, *because of its unusual news value.*

Gradually are the publishers of weekly publications and many dailies, grasping the idea and endeavoring to increase the use and value of this particular department. It has been found to be an up-hill proposition in the weeklies and small dailies to interest the people in such a department in such a manner that they will make use of it persistently. We have found in our own publication that the building up of this department is not difficult if the publisher understands its particular relation to the newspaper and all other matter in it.

IN examining many exchanges I find the want ad department cluttered with standing ads of professional men, those who will not use display advertising but who insist upon having their names before the public. This in itself handicaps the department and has the effect of *un*newsiness.

The point it is necessary for the publisher to understand is that every ad placed in this particular department must be considered an "*emergency* ad". This is the purpose of the classified or want ad department. If this idea be adhered to, then every advertisement is a story unto itself.

It is within the province of the publisher to insist that every ad going into this department have an "emergency head" and in this manner attempts to get long run advertisements will be discouraged. When the subscribers recognize this fact they will then read, with extreme interest, every advertisement in the department, and if they are read the natural sequence is *results.* Any weekly publication can follow this plan and will soon find that it will automatically develop a valuable department.

EDWIN A. BEMIS
Littleton (Colo.) Independent
Field Manager, Colo. Association
President National Field Managers

AN emergency head indicates something out of the ordinary, something requiring more attention, something demanding more or less prompt attention. For example: an ad may be brought in which reads something like this:

Money to loan on all kinds of real estate. Phone Littleton 16.

In order to clothe it so that it can gain admittance to the want ad department, we change it to read to this order:

WANTED: — To loan from $2000 to $5000 on good security real estate. Phone Littleton 16.

Another example is an ad which reads as follows:

I have about 50 good cows which I wish to sell or trade. What have you to offer? Phone Littleton 16.

We change it to read after this fashion:

FOR SALE OR TRADE about 50 good cows, strong milkers and high grade. Cash, or what have you in trade. Phone Littleton 16.

In other instances advertisements come in, covering two distinct lines of merchandise. We endeavor to make them over into *two ads* instead of one; for example: we may have a man who wants to advertise Duroc Jersey Hogs and strawberry plants. In the event the hogs are mentioned first the reader may not be interested in hogs, and skip to the next ad, even though she or he may be interested in strawberry plants. If these two items are made in two separate ads it will have the desired effect and would bring proper results.

If the advertiser, in the case of the ad to loan money, does not agree to the change to the emergency heading the ad is placed in another column which is called the "local advertisements column", which is always in another part of the paper, and in this way we are guarding against any inroads on the want ad section as an *emergency department.*

HIRE GOOD REPORTERS AND PAY THEM WELL

PROF. FRANK L. MARTIN

University of Missouri, Journalism
In "The Sigma Delta Chi Quill"

CONFIDENCE in the accuracy and intelligence of a newspaper staff is greatly to be desired. And yet this confidence is undermined for all of us by the mistakes of an alarming number of unthinking newspaper publishers and editors.

Fault rests with the publishers or with the editors—with the publisher if he fails to provide the wherewithal for an efficient, intelligent staff; with the editors, if, possessed of an efficient staff, they fail to exercise good judgment.

The only way I know of to acquire good reporting is to hire good reporters and if I were fortunate enough to own a newspaper—something I would rather own than anything else I know of—here are some of the things I *think* I would and I wouldn't do:

1. I would pay reporters a commensurate salary.
2. I wouldn't trust my reporting to youths.
3. I would insist on trained reporters.
4. I would demand these three qualities, at least, in my reporters: (a) Responsibility, (b) Accuracy, and (c) Intelligence.
5. I would enforce the rule that no reporter on my staff ever accept the unsolicited, canned, ready-made, prepared, press-agent type of stories in lieu of the real news.
6. And finally, not discussing such requirements as honesty, thoroughness, an ability to write, etc., I would scrutinize with extreme care the daily work of my reporters, in the light of the great service they are to give the public in my behalf—with a care equal to that I would give to the business staff that is to render to me the profit every newspaper deserves.

MILWAUKEE JOURNAL "EYE LABORATORY"

Prominent Daily's Staff is Put Through Tests With Great Benefit to Employer and Employees

IF THINE (HIS) EYE "OFFEND" THEE, Then

Stop to Think Which of the Five Senses Means Most, Shop or Office

STAFF CORRESPONDENCE

WHICH of the five senses is most valuable to newspaper employes, particularly those in the make-up departments of a newspaper. Take the man in the composing room, for example; good vision is perhaps his greatest asset.

The Milwaukee (Wis.) *Journal,* to obtain greater comfort for its employes, and increased efficiency as well, recently arranged with an optical company to conduct an *optical survey.* A well-trained graduate optometrist conducted the survey, with headquarters in the first aid hospital of the new *Journal* building.

TAKEN as an aggregate, the results of the survey were above normal. *The situation in the composing room, however, was startling.* Whereas the average percentage of near-sightedness, for people in general, is a little over 5 per cent, the *Journal* survey showed that 66 *per cent of the men in the composing room were near-sighted.*

"In spite of the ideal lighting and ventilation at the *Journal,* and the fact that the eyes of the employees as a whole are above the average, I found that the percentage of near-sighted men in the composing room was unusually high," said the optometrist. *"Newspaper officials should watch the eyes of the men in the make-up departments. Most cases of myopia, or near-sightedness, which are due to the type of work the victim is doing, develop during the first year the victim is engaged in the work.* It is an easy matter to remedy this situation if the case is taken in time."

The survey showed that sixty-four per cent of the employes examined are what is known as *emmetroped,* either naturally or artificially; that is, the vision of these employes is without defect naturally, or they are using corrective measure which are making their vision normal. Of this 64 per cent, 49 per cent are wearing no glasses and have perfectly normal vision in all respects. Fifteen per cent are wearing glasses which are satisfactory, and the remaining 36 per cent either needed glasses or were wearing glasses which did not properly fit.

ONE outstanding case was that of a girl employed in the *Journal* library. She was wearing no glasses, yet was doing work which necessarily made great demands on her vision. This librarian had fifteen degrees of left hypotropia, or, in other words, her left eye was focused fifteen degrees lower than her right. This situation was corrected, but, according to the examiner, had this state of affairs continued for another year, the sight of the left eye of this girl would have been completely destroyed.

The explanation, given by the optometrist, as to what accounted for the fact that so high a percentage of the *Journal* employes had normal vision, was interesting:

"Experimental data has proved conclusively that *there is a direct ratio between the intelligence of a person and his powers of vision.* In a group of imbeciles and idiots, the proportion of those having defective vision is amazingly high. In a newspaper plant, the intelligence of the employes is above the average; if it weren't, they wouldn't be in a newspaper office. This physiological fact, I believe, accounts for the unusually high percentage of persons at the *Journal* having normal vision."

FEW newspaper:printing plants are so well lighted as the Journal. *"NPJ"* has printed a number of articles by experts on lighting as especially required in newspaper and printing plants. A widely-known illuminating engineer—as another reminder to the executives who read *"NPJ",*—summarizes the essentials of good lighting in office and shop as follows:

1. There must be sufficient illumination on the working plane.
2. Shadows should be avoided both from the building and also from the worker's own body.
3. Glare and consequent eyestrain must be eliminated.

"The lighting of a large number of offices at the present time is out of date, and one still finds the old fittings in use which were installed in the days of the carbon lamp equipped with the new gas-filled lamps.

"The following faults are most general: 1. Lamps are placed too low. 2. Too numerous. 3. Prevalence of glare. 4. The light is badly distributed. Light, in order to be effective, must be under control, and the units should be so spaced that objectionable shadows are avoided.

"In addition to discomfort caused by the direct glare from the lamp itself, *a worker using polished surfaces, such as glazed paper often experiences annoying reflected glare.* This form of glare is most objectionable since the eyes are particularly sensitive to light from below, and the nature of the worker's task compels him to direct his eyes constantly in this direction.

THE chief types of lighting systems employed in offices at the present time are direct, indirect, and semi-direct.

"Unless very carefully planned, the direct system is apt to be a great offender in the matter of *glare* and

WATCH THE EYES OF COMPOSING ROOM EMPLOYES : : : Tip from an EYE EXPERT

shadows. The best way to avoid these undesirable results lies in the use of white or opal lamps, deep shades, and a close spacing.

"Indirect lighting provides an almost shadowless illumination without glare, but suffers from the serious disadvantage that unless frequently cleaned the fittings lose their efficiency.

"To some extent the semi-indirect fitting, with its open, translucent bowl, suffers from the same defect, but its initial efficiency is substantially greater than that of the totally indirect type.

"The undesirable features are largely overcome by the most recent development in fitting design—namely, the totally enclosed diffusing unit. When correctly installed this type of fitting provides an illumination almost free from shadows, and entirely free from glare. Its smooth and entire surface collects comparatively little dust, and is easily cleaned.

"In designing a lighting installation for an office it is important to ensure that the surface brightness of the fitting itself is not too great, and in general a figure of 1-2 candles per square inch should not be exceeded. It often happens that a lamp of high wattage is placed in glassware which is too small, with consequent discomfort. The general overhead method of illumination presents a considerable advantage over any other in view of the fact that it is more nearly suitable for any arrangement of the office, and the subsequent rearrangements of desks, etc., can be carried out with the minimum of alteration to the lighting system.

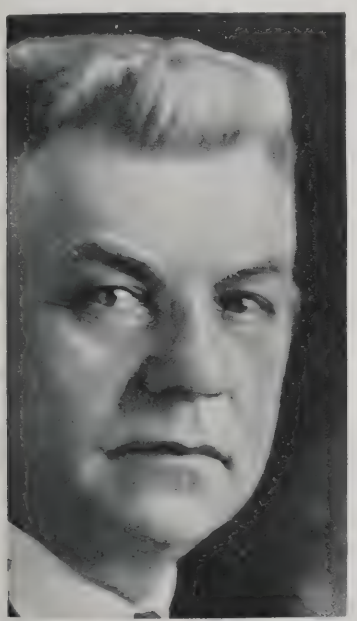
"Excellent results may be obtained by suspending totally enclosed diffusing units about 10 feet from the ground, spacing them 10-12 feet apart, and equipping each with a 200-watt gas-filled lamp. An installation based on these lines gives about 10 foot-candles on the desks."

IN SPITE of ideal lighting and ventilating, the excellent working conditions at the *Journal*, and the fact that the eyes of the employes as a whole are above the average, the survey showed that *sixty-six* per cent of the men in the composing room are near sighted.

THIS situation might have been remedied had it been taken in hand earlier, for practically all myopia, which comes as the result of close work, makes its appearance during the first year the victim is engaged in the work : : : :

—THE MILWAUKEE JOURNAL OPTICAL EXPERT

STATE PRESIDENT EIGHT LONG YEARS :



JOHN A. KUYPERS
DePere (Wis.) Journal-Democrat

PRESIDENT of the Wisconsin Press Association continuously since 1918, is the unusual record of Mr. Kuypers, who entered the business at DePere in 1886 as office devil. Before he effected the consolidation which made the *Journal-Democrat,* he successfully owned other papers in that famous paper mill and pulp section. His job plant is a feature of his enterprise. Mr. Kuypers is one of the N. E. A. executive committee and a director of the International Press Foundation.

CAN THE FOREMAN USE "PSYCHOLOGY"?

BY FRANK D. SLUTZ
The Foreman's Magazine

TO many foremen, pyschology savors of an unknown science, something deep and mysterious, but this is not so. Psychology is nothing but a study of the behavior of human beings under the conditions of heredity and environment.

A good executive must use psychology every day to accomplish his desires with the greatest ease. Men should be encouraged to talk to the foreman, who can possibly correct the source of difficulty. An executive should cultivate the confidence of his men so they will know he is sincere in his desire to help them.

Suggestions from the men on the machines or bench should be sought by the foremen, for experience proves that many valuable improvements have come from those in continued intimate contact with detailed operations.

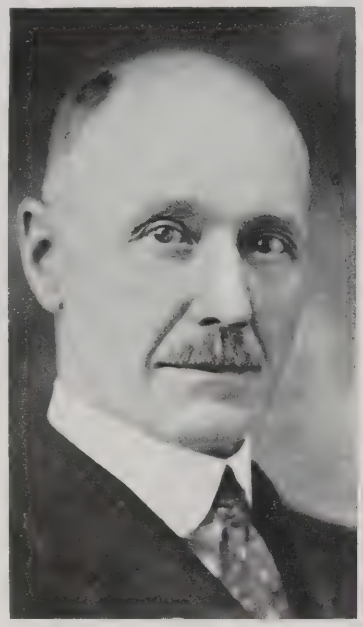
These men frequently see the inconsistency or injustice of various shop rules and should feel free to discuss such things with their immediate superior.

SUCCESS IN NORTH, WINS OUT IN SOUTH :

JAMES H. SKEWES
Meridian (Miss.) Star

A NATIVE of Cornwall, England; school teacher in Wisconsin, reporter and editor in that state, originator of an editorial syndicate—now owner of the Meridian (Miss.) *Star,* is president of the Mississippi Press Association. Mr. Skewes was president of the famous and ultra-exclusive Milwaukee Press Club in 1916. He has an interest in the Danville (Ill.) *Morning Press,* and is owner of the Laurel (Miss.) *Daily Leader* and the Litchfield (Ill.) *Daily News Herald.* Mr. Skewes is heading up a number of civic and business enterprises in his community, and is active in the American Newspaper Association, the Southern Newspaper Publishers' Association and other press organizations. He is a Shriner and Consistory Mason. Mr. Skewes is known over the country for his brilliancy, keen insight and unerring ability to size up newspaper properties and opportunities. Few men in the newspaper business today have gone so far with such rapidity as he. A former co-worker takes pleasure in setting this down in *"NPJ".*

WHEN is a Newspaper A NEWSPAPER? : : :



By Stephen Bolles

Editor, Janesville (Wis.) Gazette
(Inland Press Assoc. Address)

WE do know that community newspapers have come into their own in the last quarter of a century. The regional newspaper has become the real power in the United States. It has wiped from the map the national newspaper and made the metropolitan newspaper join the ranks as a regional newspaper along with the daily printed in the city of 10,000 *people.*

These newspapers are published for a definite, generally clearly defined territory, with metes and bounds well established. Within those lines of territorial delineation is the bulk of circulation and the greatest percentage of advertising, and from it is the high percentage of newspaper income.

◈ ◈ ◈

The national advertiser must use the paper of the region. Neither magazine, metropolitan newspaper nor big circulation weeklies can compete in house to house distribution with the regional newspaper.

The advertiser must follow the news. He must, if he desires to cover the territory, get into the regional newspapers. There is no other way.

With all the news possibilities today, the newspaper that cannot get and hold circulation without tin pans and clocks and jim cracks but as a news paper, better shake up the editorial department.

When WINTER COMES HOW'S Your SHOP?

Clean, Well-Ventilated Plants Are No Danger to Workers; Some Others Are

Medical Authority Explodes a Few Current "False Alarms"

HARVEY J. KELLY, chairman of the Special Standing Committee of the American Newspaper Publishers' Association, recently questioned a statement regarding lead fumes, appearing in a syndicated article by Dr. Royal S. Copeland (U. S. Senator from New York, and a widely known mediacl authority). Mr. Kelly wrote to Dr. Copeland:

"I have read with interest a copy of your syndicated article entitled, *'Why Men Take T. B. Easier than Girls'*, which appeared recently in newspapers served by the Newspaper Feature Service, Inc.

"One paragraph in particular attracted my attention. It reads as follows:

> "Since men work as cabinet-makers, typesetters, lithographers, carriage painters, blacksmiths, motormen, wool-sorters, and are employed in other capacities in dusty, dirty, smoky and otherwise contaminated places, is one great reason why they are more subject than women to this disease.'"

"Modern newspapers are with considerable justice, proud of the sanitary excellence of their composing rooms which for the most part are models of excellence in ventilation and general sanitation.

"It is true that, many years ago, composing rooms of newspapers acquired an unenviable reputation because of lack of ventilation and poor sanitary conditions which characterized them. In recent years, however, there has been a tremendous change. Ventilation systems under forced drafts carry off dust and smoke fumes and up-to-date plumbing fixtures for the convenience of composing room crews are the rules instead of the exception as was the case a few years back.

"Naturally, newspapers are proud of these changes and seek on every occasion to correct erroneous impressions growing out of the evil reputation acquired in early days.

"The question of lead fumes is often discussed with reference to the molten lead used by composing machine operators and by stereotypers, but it is a fact that the temperature at which metal is worked around composing rooms and stereotype rooms is lower than that at which lead fumes pass into the air as a gas.

"The Department of Chemistry at the University of Chicago advises us that lead begins to fume between one thousand and twelve hundred degrees centigrade. One thousand degrees centigrade is approximately eighteen hundred degrees fahrenheit.

"Recently a chemical analysis of air in the stereotype department of the Detroit *Free Press* was made. The air in the stereotype department would be more subject to metal dust and smoke than would be the air of a composing room because of the greater quantities of metal which are melted in a stereotype department. One test showed one one-hundred thousandth of one gram of lead per cubic foot of air in the room. The second test showed one two millionth of one gram of lead per cubic foot of air. These minute traces in a department where there is more cutting and sawing of metal than occurs in a composing room would indicate that under the modern ventilating systems of newspaper plants metal dust in the air has been reduced to a minimum.

"Life insurance companies take printers at standard rates. If you will examine the manual of any old line accident insurance company such as the Hartford or Travelers you will find that printers are listed as a preferred risk along with such occupations as follows:

"General freight, passenger or ticket agent, appraiser, U. S. Marshall not making arrests, florist counter and supervising only, scenario writer, factory superintendent, manufacturer of artificial feathers or flowers, supt. only, druggist, office building superintendent.

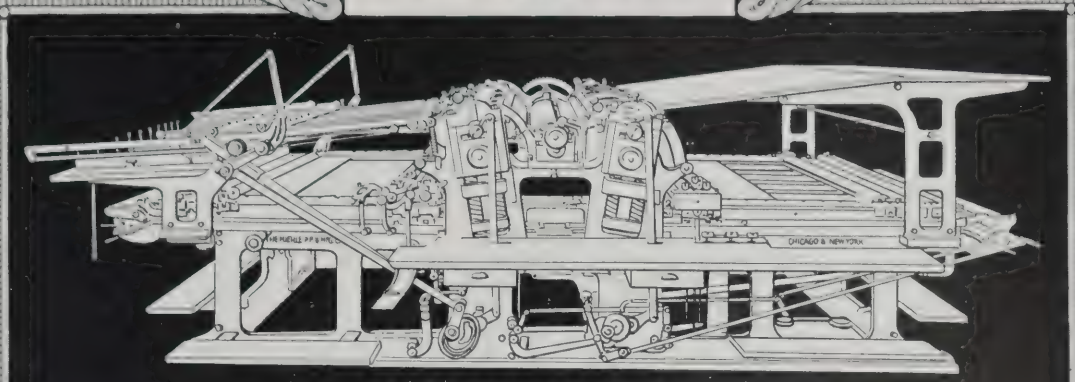
"In bulletin No. 392 of the U. S. Department of Labor entitled *'Survey of Hygienic Conditions in the Printing Trade,'* appears on pages 2 and 3 the following:

> "Practically all the hazards created by the various operations can be eliminated by sensible precautions, and there is really no necessity for any more danger in health of the workers in the printing trades than would be encountered through employment in office work or any other indoor occupation. Observation proved that it could be accomplished, partly through the efforts of the employers to create and maintain wholesome and hygienic quarters for the employees in enforcing health measures. Unfortunately the employees in some of the establishments do not have these conditions, sometimes through the fault of the employers, and at other times of the workers, or through disregard from both sides."

"There are many other quotations of similar nature in official bulletins.

"I feel confident that you would not intentionally perpetuate in the mind of the public the reputation for unsanitary conditions which newspaper publishers have striven so earnestly and successfully to live down.. I do not believe that was in your mind. But the paragraph I have quoted from your article does, I believe,

The Miehle



The Miehle Two Color Press

THE TREND

THE field for the Miehle Two-Color Press is daily widening. More and more, advertisers are recognizing the necessity of an additional color in order to lift their literature out of the mass.

With a Miehle Two-Color in his press-room the printer is equipped to meet this demand under all circumstances. Without it, his position is hazardous, if not hopeless.

For economy in production is the order of the day—and competition will keep it so.

MIEHLE PRINTING PRESS & MFG. CO.

Main Office and Factory Fourteenth and Robey Streets, Chicago

Operating Exhibits: Transportation Building, Chicago Printing Crafts Building, New York

Sales Offices:

PHILADELPHIA BOSTON DALLAS SAN FRANCISCO LOS ANGELES ATLANTA, Dodson Printers' Supply Co.
OKLAHOMA CITY, Western Newspaper Union SALT LAKE CITY, Western Newspaper Union

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

LIGHT on "FREE PUBLICITY" from The OTHER SIDE of the FENCE : : : :

And, Some Pointers Wise Newspaper and Printing Executives Will Find Readily and Make Good Use Of

THE following, clipped from MOTOR WORLD WHOLESALE, recommends itself to printer:publishers from more than one or two standpoints: (1) The "free publicity evil" has been more prominent in the motor industry than any other, according to printers and publishers; the editorial reprinted below shows an intelligent recognition by an authority in that field of a "new day" needed to get really worth while advertising by paying for it, and fronting it and backing it with real Service and Good Will. (2) There is an interesting point of view "from the outside looking "in" as to the matter which newspapers are featuring because, they say, "the readers want it." (3) There are a number of good tips for newspapermen who have awakened to the need for establishing substantial good will. (4) And, some tips to those fighting the "free publicity evil" in its more slick forms.—J. L. M.

FROM the stuff the daily newspapers serve up to you along with your breakfast corn flakes and evening steak it might be inferred that about the only way of riveting public attention on your firm is to have the big blonde stenog cover herself with axle grease and brave the English Channel, or have the stock boy enter a harmonica contest. Or even to call in the ubiquitous reporters, pass around pseudo fifty-cent cigars and have them ask their intelligent readers to please suggest a worthy cause as you have a few millions idling about in your vest pocket.

Actually you don't have to perform such tricks to work your way into public regard and still less to enhance that business requisite known as good-will.

Witness the Dayton jobber whose baseball team keeps him constantly in the public eye; the Fort Wayne jobbing house that operates a radio broadcasting station; the Brooklyn wholesaler who supplies customers with orangeade and lemonade.

There are many ways of making your customer like the way you attend to his comfort when he pays your establishment a visit. A Dayton tire distributor, for instance, has made arrangements to install out-doors a Western Union clock to furnish the correct time, supplementing the visible service with a telephone arrangement. A Philadelphia jobber keeps cigarettes and matches on the counter and the fags aren't the A. E. F. brand.

IN themselves, these examples of thoughtfulness and enterprise may seem trite and lead one to suppose that their importance is exaggerated. *But in business as in politics the little things count in prodigious fashion.* Customers and voters have an inordinate capacity for remembering, when you need them, how you failed them when you promised to send their orders right out or how you passed them out in the street without saying "hello."

Furnish the customer with a *personal comfort,* no matter how insignificant its uncostliness seems to make it, at the town dump or from the back of your prancing steed in the Old Home Week parade, and the returns will inevitably flow in.

carry the implication that newspaper composing rooms are included in those places of employment characterized as:

" 'Dusty, dirty, smoky or otherwise contaminated places.'

"I feel confident that if you investigate the matter you will be impressed with the great strides which the publishing industry has made in improving the work rooms of mechanical employees. I feel sure you will find this condition prevails in a great majority of newspaper publishing plants. Publishers are justifiably proud of this progress and a 'pat on the shoulder' tends to spread the movement for improved working rooms to the small minority of publications which are not perhaps as far advanced along this line as are the great majority."

DR. COPELAND'S REPLY

"I am enclosing herewith a copy of an article I have written for my column in response to your critism. Does it cover the case? The article in full follows:

"TUBERCULOSIS AND DUST"

"If anybody ever said a word in criticism of these articles I should not be stimulated to improve them. But of course I do get criticism at more or less regular intervals.

"Here comes a letter from the Chairman of the Special Standing Committee of the American Newspaper Publishers' Association. Mr. Harvey Kelly thinks a recent article of mine carries the implication that newspaper composing rooms are included in those places of employment which I characterized as 'dusty, smoky, or otherwise contaminated.'

"What I actually said was this:

" 'Since men work as cabinet-makers, typesetters, lithographers, carriage painters, millers, blacksmiths, motormen, woolsorters, and are employed in other capacities in dusty, dirty, smoky or otherwise contaminated places, is one reason why they are more subject than women to this disease.'

"There can be no doubt that the composing room of the big, new publishing offices are in marked contrast to the vile quarters in which printers used to work. To a remarkable degree the old hazards have been removed.

"I doubt if lead and other chemical fumes can be considered in this day a real factor in the development of disease. Forced drafts and other ventilation systems have done everything in the way of giving protection against these dangers. Newspaper owners and publishers deserve great credit for the wonders they have accomplished.

"Of course, there are thousands of small print shops to which these improvements are still strangers. It is these I had in mind as I wrote.

"Tuberculosis has been driven back. It does not begin to be the enemy to Americans that it was generations ago. If we can do as well the next twenty years as we have the past twenty, this disease will lose its terrors.

"The first rule I would give is to breathe fresh, pure air every hour of the twenty-four. The surroundings, particularly of the 'run-down' person who has a tendency to tuberculosis, should be such as to avoid dust.

"He should be careful about this because dust irritates the nasal, throat and lung tissues. This produces congestion and lowered resistance, making it easier for the germs of tuberculosis to invade the tissues.

"He should avoid an atmosphere habitually dusty, because such an atmosphere is unlikely to be fresh and pure.

"Let us do our part to make every place of employment a safe place. *To this end let us join hands with the American Newspaper Publishers' Association and all other trade associations to wipe out unsanitary workshops.* This will help to end the ravages of tuberculosis." (ED. NOTE: and, some others, too!)

FIELD SECRETARY FOR VIRGINIA : : :

THE President of the Virginia Press Association began newspaper work while a student at Hampden-Sidney College, Va. He was the founder of the Hampden-Sidney *Tiger.* This paper was begun in 1919, and is now one of the best college weeklies in Virginia.

In 1921, President Wall become owner and publisher of the Farmville *Herald,* one of Virginia's oldest weekly newspapers. He has served on the executive committee of the Virginia association. On his program is the employment of a Full Time Secretary.

J. BARRYE WALL
Farmville (Va.) Herald

EVERY PRINTER, TYPOGRAPHER AND DESIGNER OF ADVERTISING SHOULD HAVE THIS *free* BOOK

MORE than 500 pages devoted to type faces and typographic materials, displaying 230 series, including the newest designs of Oswald Cooper, George F. Trenholm, Carl S. Junge, Will Ransom and other artists. An additional section exceeding 200 pages illustrating and describing all of the newer developments in printing machinery, cabinet equipment and complete outfits for typesetting, makeup, presswork and binding.

In the production of this specimen book, more than 3,000 fonts of type faces were used, hundreds of fonts of typographic accessories and borders, typecast cuts and ornaments—but few of which had ever been shown before. There are a thousand faces of brass and metal rule, new ideas in spacing materials.

This book is of invaluable usefulness to printers, typographers, layout men and designers of advertising typography. It is also the medium of co-operative marketing to printers, presenting not only the varied and extensive productions of Barnhart Brothers & Spindler, but a complete range of machines, equipment, materials, accessories, tools and devices produced by many leading manufacturers of the country. It is for free distribution to printers and advertising service concerns which create business for printers.

If your firm has not yet received a copy send the coupon—or better, write a letter on your business stationery

BARNHART BROTHERS & SPINDLER

Type Founders and Merchants to Printers

CHICAGO WASHINGTON, D. C. DALLAS SAINT LOUIS KANSAS CITY
OMAHA SAINT PAUL SEATTLE VANCOUVER

Mail this Coupon!

Barnhart Brothers & Spindler, Monroe and Throop Streets, Chicago Dept. 22-N

Please send me a copy of your Specimen Book

Firm Name _____ Kind of Business _____

Street _____ Mark for Attention of _____

City and State _____ Position _____

WHENCE CAME YOU, o "PI"? CHINA, Says a SEARCHER

One More Attempt to Find Out Origin of a Term Used (Method Abused?) in Print Shops

ALTHOUGH everyone connected with the printing trade can say with certainty what constitutes *"pi,"* there seems to be a lack of knowledge regarding the origin of the name of this *bete noire* of many printing offices, in which forms may come and forms may go, but *pi*-ing goes on forever.

To remedy this deficiency a search has been made into the dim and dusty past.

As a jumping-off place, a modern dictionary was consulted, and we were informed that *"Pie"* is type confusedly mixed. John Southward's "Dictionary of Typography" says *"pie"* is "a mass of letters disarranged and in confusion." Next we turned up the 1908 edition of Mr. Jacobi's "Printing," which told us that *"Pie"* is "a technical term for broken or mixed type." Then, as seventeen years did not add to our knowledge, we took a longer step backwards and cleared a period of 138 years, where, in a dictionary dated 1770, we found that *" 'Pie'* is letters confusedly mixed"; and, without prejudice, there would appear to be just a suspicion of plagiarism so far as the dictionaries are concerned.

We now know what *"pi"* is, but we're still seeking enlightenment regarding the why, and after tracking down the history of printing for 1,003 years we eventually found a glimmer of enlightenment.

WE ARE indebted to China for many things, including eggs and pork; but we do not suppose her worst enemy would have tried to saddle China with *"Pi,"* yet—

About the year 900, we discovered, one Pi-Shing, a Chinaman by birth and a smith by trade, had commenced the cutting of moveable types—anticipating Gutenberg by some five centuries—and several books were printed from this type in China and Korea. It was found, however, owing to the enormous number of characters in the Chinese language—variously estimated at from 15,000 to 100,000—that setting up was a long job, and distribution even longer, and it was due to the consequent confusion and mix-up in the cases that this method was abandoned about the year 922, the older method of printing from blocks being reverted to, as an expert carver was able to produce the blocks with greater speed than a compositor could set up the individual types. This is easily comprehensible when we note that a pair of English cases today has 151 boxes, and the ancient Chinese would require not fewer than 15,000.

Having discovered this, the rest is only a matter of deduction. A Chinese compositor when distributing would be putting away Pi-Shing type. This is readily abbreviated to simply *"Pi-Shing."* The next step also is obvious, for the language used by the compositor when he failed—frequently, alas!—to remember in which of the 15,000 or more boxes a particular stamp belonged, called forth such a storm of expostulatory *Sh's* from the other members of the "ship" (or more probably "junk" at that time) that the "sh" became redundant and was omitted, thus leaving the operation of distribution to become known as *"pi-ing."* It was probably owing to the fact of these cases being in a state of perpetual mix-up, due to loss of memory on the part of the compositors, that *"pi"* and *"pi-ing"* have become recognized as the terms for mixed or the mixing of type.—*Wimble's Reminder.*

JAMES H. WOODS
Calgary (Alta.) Herald

THE Canadian Press Association, and also the Canadian Press ("the A. P. of Canada") have profited by the executiveship of Col. Woods, the result of newspaper training. In addition to Calgary newspaper interests Col. Woods is vice-president of the Edmonton *Journal,* and interested in other business enterprises. The *Herald* is considered as the leading newspaper between Winnipeg and the Pacific Coast.

During the World War, Col. Woods was chairman of the Canadian Press delegation to Great Britain and Europe. He directed the great efforts put forth by the press of Canada in connection with campaigns for the Red Cross, the Victory Loan and other war services. He was decorated Chevalier of the Order of King Leopold for services to Belgium.

Col. Woods was Chairman of the Canadian delegation to the Imperial Press Conference in Australia, in 1925. He has been President of the Alberta and Eastern British Columbia Division of the Canadian Press Association; Dominion President of that organization; Alberta Director of The Canadian Press, and now President of the latter organization for Canada.

A. C. HUNEYCUTT
Albemarle (N. C.) News-Herald

A LAWYER until, in 1919, he founded the *Herald,* President Huneycutt of the North Carolina Press Association, has made a mark in the newspaper field of his state. In 1920, he bought the *News* and made the Stanly *News-Herald,* which remains his hobby. The same year he bought the Troy *Montgomerian,* later the Mocksville Enterprise, the Badin Tribune and the Spencer *Railroader,* since selling the two latter. He has been active in civic and fraternal endeavors, and at 43 is rated a wealthy man. "Business needs nothing more than genuine revival of old-time religion," he says. "If we in America lose our health and religion, God help America!" Although he had a large law practice, he has never regretted entering the "broader field" of journalism.

Is made in two styles of sheet delivery, viz:

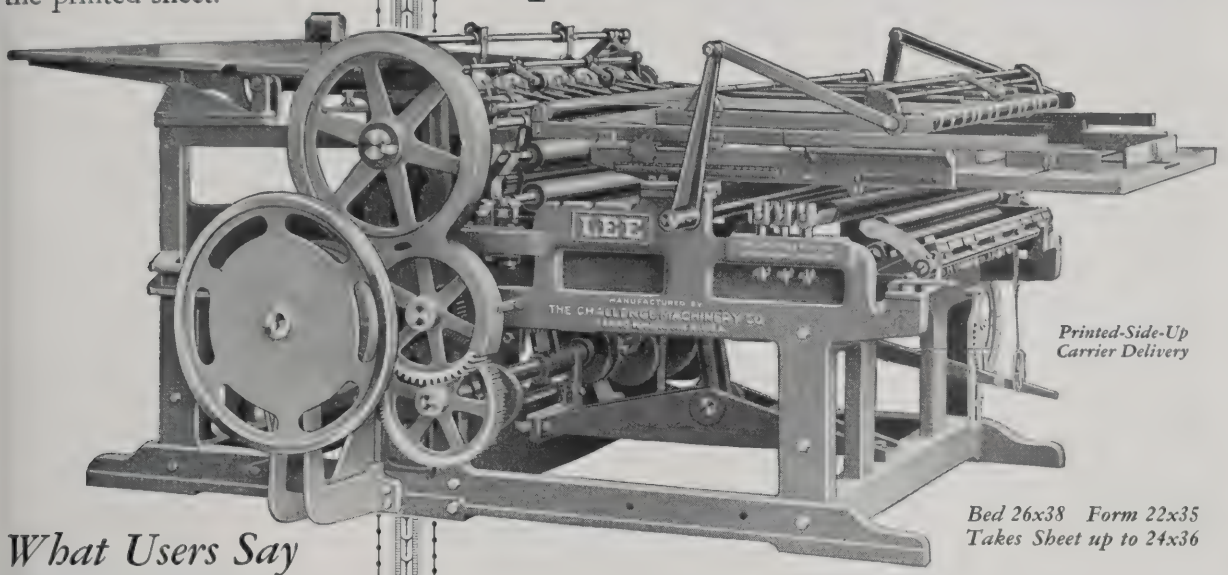
Printed-Side-Up
(Carrier Delivery)

Printed-Side-Down
(Fly Delivery)

Both presses are the same size, the difference being in the method of delivering the printed sheet.

The Lee Press

Economical in First Cost Operation and Maintenance



Printed-Side-Up Carrier Delivery

Bed 26x38 Form 22x35
Takes Sheet up to 24x36

THE LEE TWO-REVOLUTION PRESS has been on the market almost nine years, and is not an experiment. It has proven highly satisfactory to many hundreds of printers, enabling them to greatly increase their volume of business and to build up a reputation for good work. Their ability to handle paper from a letter-head up to a 24x36 inch sheet, and forms up to 22x35 inches in size, in one or more colors, in perfect register at all speeds, changing for various size forms quickly, gives them a greater range than any other two-roller pony cylinder press.

Competition continually grows keener, and the printer who has a LEE PRESS is enabled to produce work in larger variety and at a lower cost of production than his competitor—and at greater profit. You owe it to yourself to thoroughly investigate the great benefits to be derived by installing the economical, easily-handled, low upkeep Lee Press in your own plant.

Full Information Quickly Supplied—Write Today

The Challenge Machinery Co.

Chicago Grand Haven, Mich New York

What Users Say

"We are greatly pleased with the Lee Press, which has been in constant use in our office for nearly four years."

"I recently moved my Lee Press after a two years' hard run, and find practically no wear. The press is giving good service, running daily."

"The Lee Press is a dandy and we have it clipping along every day. It registers perfectly and we don't see how a press could be any better."

"The impression is A-1 and the distribution is as good as any press costing twice as much. We are well pleased with the work being done on this press and you can refer to us at any time."

"We believe the Lee Press to be a good buy for anyone. Our press is giving us good satisfaction on general work, and we would not part with it for twice its cost. We can heartly recommend the Lee Press."

"We could not get along without the Lee Press as we are now able to take job work that heretofore we had to refuse. The boys all like to work on the press, and adjustments are easily made and quickly learned"

"We think more of the Lee Press every day we use it. The perfect register on such color work as we have printed and the even distribution are proof that the Lee Press is a first-class machine in every way."

Lee Press Users are Lee Press Boosters

National — *Send An Idea*

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

ATTENDING CONVENTIONS

Somebody Has Got to Invent a Way of Thinking Thoughts, And of Acting on Thought, that is Not Uncomfortable

ARTHUR BRISBANE doesn't attend any press or printers' conventions, so far as I know, but he has an uncanny nose for real *news,* no matter what one thinks about his *interpretations* of current news. Perhaps you read the following, in one of his recent columns:

> *"One thing that Goethe says in "Wilhelm Meister" interests us all, namely that thinking is difficult, and to act according to your thought, is UNCOMFORTABLE. One hundred in ten thousand think. One in a hundred of those that think translate their thought into action. That is why the world moves upward so slowly."*

THE OTHER DAY this writer burned up a lot of change, some railroad ties and, now and then, a bit of temper, "covering" all the printing conventions in Detroit, and the newspaper conventions in Chicago, all dated within a span of three days. There was the U. T. A., the Direct Mail men, the subsidiaries and the associate U. T. A. organizations: the Inland Dailies, the A. B. C., the Agriculturals, and a considerable number of yet others.

A baffling amount of news, such as *"NPJ"* dotes on—the presentation of *new* ideas, new slants on older methods, practical experiences, flowed forth at these gatherings. The attendance was exceptionally large.

Yet, at everyone which it was possible to attend, some one at some time, said this: *"The fellows who ought to be here, who need it most, are not here."*

Now, what can be done about that—not a new thing, by any means!

TRUE, the various trade papers are covering the routine of the sessions. Trade magazines, like *"NPJ",* have another grist of wonderful "experience" articles to publish. Thousands will read the reports and articles. But, what about the "atmosphere", the direct inspiration available at these conventions?

Arthur Brisbane surely hit the ball in that paragraph quoted hereover! It tells why things go so hard for the men and women who work their heads off to get up convention programs; why some men who are wholly willing and ready to give their experiences, and can do it in just the right way, become discouraged about going on the programs, knowing as they do that "one in a hundred of those who think translate their thoughts into action," even unto attending the sessions.

YOU'RE too serious, someone replies. May be so; but I do submit that if what I have written down here is "too serious," then we'd better think whether the whole association and convention idea is "too serious".

Meanwhile, in the present and next few issues of *"NPJ,"* we will cover the real "high spots" found at the October conventions—in "homeopathic doses", so to speak. (For "puffs", please look elsewhere!)

Somebody has got to invent a way of thinking, and a way of acting on thought that is *NOT uncomfortable!* Well, may be it *is* the job of trade *magazines,* such as *"NPJ",* if not of the trade papers—being, as it is, that they include opportunities to write snappy, catching heads, put on a good make-up, and compel the good stuff to the attention of the craft by ways and means which are not available to speakers, especially when golfing is still good.

U. T. A. Convention Registration

(FROM *Typothetae Bulletin*)

Delegates	215
Alternates	30
Members-at-Large	33
Local Members	162
Local Secretaries and Cost Accountants	60
U. T. A. Employees	21
Guests—Not members	238
Special Guests of U. T. A.	13
Guests and Speakers	23
Ladies	239
Total Attendance	1034

ASSOCIATION : : PROGRESS

Dates for Printer : Publishers

NOVEMBER

NEWSPAPER SHORT COURSE FOR IOWA EDITORS, 19-20, Iowa State College, Ames, Ia.

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, 8-10, French Lick Springs.

ASSOCIATED BUSINESS PAPERS, INC., 8-10, Hotel Astor, New York, N. Y.

ASSOCIATION OF NATIONAL ADVERTISERS, 8-10, Ambassador Hotel, Atlantic City, N. J.

February (1927)

PENNSYLVANIA NEWSPAPER PUBLISHERS' ASSOCIATION, 18-19, Harrisburg, Pa.

Association Elections

ADVERTISING SPECIALTY ASSOCIATION—President, Charles B. Goes, Goes Lithographing Co., Chicago, Ill; Honorary vice-president, E. N. Ferdon, The Blanchard Co., Aurora, Ill; first vice-president, L. C. Glover, Novelty Advertising Co., Coshocton, Ohio; second vice-president, W. A. Repke, The Broderick Co., St. Paul, Minn; treasurer, J. B. Carroll, J. B. Carroll Co., Chicago, Ill. Directors; U. Rae Colson, U. D. Colson Co., Paris, Ill; C. A. Peck, Newton Mfg. Co., Newton, Ia; T. R. Gerlach, Gerlach-Barklow Co., Joliet, Ill.

MISSOURI PRESS ASSOCIATION—President, C. L. Hobart, Holden Progress; vice-president, Frank W. Taylor, St. Louis Star; recording secretary, Mrs. William Midgett, Mt. Washington News; treasurer, Maxfield Jones, Platte City Landmark; directors: E. K. Lyles, Houston Herald; Herbert Steinbeck, Union Republican.

MAINE PRESS ASSOCIATION—President, Charles F. Mann, Lisbon Falls Enterprise, vice-president, Samuel H. Erskine, Damariscotta Lincoln County News; secretary-treasurer, O. L. Evans, Piscataquis Observer; executive committee: Albert K. Stetson, Houlton Pioneer; Charles G. Jenness, Rochester (N. H.) Courier.

ILLINOIS PRESS ASSOCIATION—President, Harry E. Bell, Whitehall Register; first vice-president, W. W. Loomis, Des Plaines Citizen; second vice-president, W. J. Sell, Grayville Mercury-Independent; third vice-president, C. R. Denson, Minonk News. secretary, H. L. Williamson, Springfield United States Publisher; treasurer, Gerry Scott, Wyoming Post-Herald.

NATIONAL PUBLISHERS' ASSOCIATION—President, Arthur J. Baldwin, Crowell Publishing Co., New York, N. Y; first vice-president, P. S. Collins, Curtis Publishing Co., Philadelphia, Pa; second vice-president, F. L. Wurzburg, Conde Nast Publications, Inc., New York, N. Y; treasurer, Roger W. Allen, Allen Business Papers, Inc.

TEXAS CIRCULATION MANAGERS' ASSOCIATION—President, Walter Golden, Galveston Tribune; vice-president, R. R. Russell, Wichita Falls Times; secretary-treasurer, H. E. Murphree, Houston Chronicle.

MID-TEXAS PRESS ASSOCIATION—President, H. F. Mayes, Brownwood Bulletin; first vice-president, R. L. Scott, De Leon Free Press; second vice-president, R. L. Bradbury, Lometa Reporter; secretary, H. M. Jones, Brownwood Semi-Weekly News. Executive committee: H. H. Jackson, Coleman Democrat-Voice; M. S. Sellers, Rising Star-Record; J. C. White, Brownwood Bulletin; H. M. Jones, Brownwood Semi-Weekly

Storage Cabinet

Floor space overall, 60½ x 19 inches; Height, 74¾ inches.

No. 12428

No. 12428 Storage Cabinet

Hamilton-made" equipment solves many problems.

THIS steel cabinet is for the convenient storage of large plates, or for quantities of small cuts where it is desired to keep all together for use on one job. Also used extensively for storage of circulars, advertising, proofs, dead copy, job tickets, etc. It is convenient, usable and desirable equipment for any office. The cabinet contains twenty-eight compartments, each measuring 14 x 18 x 8¾ inches. FINISHED in Olive Green Baked Enamel.

Built by the

Hamilton Manufacturing Company

Rahway, New Jersey. Two Rivers, Wisconsin.

Sold by All Prominent Typefounders and Dealers Everywhere.

"NPJ" ROUND TABLE
(CONTINUED)

News; R. L. Scott, De Leon Free Press; H. F. Schwenker, Brady Standard.

TRI-STATE EDITORIAL ASSOCIATION—President, Delos Hall, Tyndall (S. D.) Register; vice-president, H. N. Wagner, Homer (Neb.) Star; secretary, C. C. Sturges, Correctionville (Ia.) News; treasurer, Kathryn Hunt James, Sioux City (Ia.) Stylus.

UNITED TYPOTHETAE OF AMERICA—President, E. F. Eilert, New York, N. Y; first vice-president, A. L. Lewis, Toronto (Ont.) Canada; second vice-president, Fred W. Gage, Battle Creek, Mich; third vice-president, Frank P. Howard, Washington, D. C; fourth vice-president, Donald Rein, Houston Tex; treasurer, George R. Keller, Detroit, Mich.

JOHN A. PARK

President, Southern Newspaper Publishers' Association

Publisher, the Raleigh (No. Car.) Daily Times

SOUTHERN PROGRAM, UNDER JOHN A. PARK

John A. Park, president of 1926-7 of the Southern Newspaper Publishers' Association, returning from a 4,000 mile swing around the circuit and many sessions with individuals and groups among the members, has formulated an Eleven-Point Program for the year.

A "back to school" movement with an unusual slant has been started. With the approval of his entire board, Mr. Park will hold a series of departmental meetings in every state, simultaneously, at which heads of all newspaper departments will "talk shop" with others engaged in the same work. Convention programs have become so crowded that insufficient time is left for discussion of technical topics. The new plan provides for two days of "schooling", three groups meeting morning and afternoon of the first day and three more groups meeting the second day, requiring only one day's attendance for any employee. The six study groups will embrace Advertising, News, Circulation, Mechanical Operations, Business Details and Executive Matters. Publishers will be expected to attend the last mentioned group while department heads are to attend the five other divisions : : The Eleven Points are:

1.—Immediately enlarge the membership to include every active daily newspaper in all fourteen Southern States.

2.—Tell the story of the South's progress and its brilliant future through paid advertising, properly placed.

3.—Continue the fight for reasonable carrying charges on second class mail.

4.—Encourage a better understanding with Advertising Agencies, assuring them of appropriate co-operation and asking in return clean copy, simple schedules, and prompt pay.

5.—Enlist the interest and aid of every Southern newspaper in combating the suit of the Federal Trade Commission, which would establish net rates direct to advertisers.

6.—Provide an interchange of standardized reports on costs and business operations and assist members to install suitable business systems.

7.—Establish departmental clinics in every state for informal discussions of common problems.

8.—Enlarge the usefulness of the headquarters office by providing all necessary equipment, with expansion of reports, bulletins and correspondence with individual members.

9.—Help spread the Southern program of enlightment by the complete extension of newspaper service to every remote section of the South with the aid of improved highways.

10.—Commemorate the Silver Anniversary of the organization in the summer of 1927 with an appropriate convention program.

11.—Strive for growth and improvement through the use of adequate mechanical equipment, good working materials, trained employes and intelligent management under a definite policy for building better newspapers.

EDUCATIONAL COMMISSION for CRAFTSMEN

John J. Deviny, president of the International Association of Printing House Craftsmen, as per the by-laws, has announced the appointment of a commission to conduct the organization's educational work among the local clubs. Perry R. Long of Philadelphia, the International Association's first president, is chairman of the commission and will have associated with him Haywood H. Hunt of San Francisco Bay Cities Club; Walter H. Mules of Baltimore Club; Leonard J. Verseput of Grand Rapids Club; and Charles Porter of Connecticut Valley Club.

This commission will be especially helpful to those clubs which are so situated that it is difficult to secure proper speakers. The chairman will welcome suggestions looking to the advancement of the usefulness of the commission.

Those wishing to communicate with the commission may address Perry R. Long, 50 Madison Avenue, Highland Park, Pennsylvania.

PLANS FOR GREAT EXPO PROGRESS

The Graphic Arts Exposition, to take place in Grand Central Palace, New York City, Sept. 5 to 17, 1927, under auspices of the Printing House Craftsmen and allied principals and organizations, and simultaneously with conventions of the most prominent and active associations in the industry, is making rapid progress. This has been evidenced in New York Craftsmen's circles and at the 1926 U. T. A. convention. Headquarters are open in room 1916, Printing Crafts Building. Frank Berry, president of the American Type Founders Co., has been elected second vice-president to succeed the late R. W. Nelson, and William Ridgway, secretary of the National Paper Trade Association, has been named a director. The following committee chairmen have been announced by the New Yorkers:

General chairman, A. E. Giegengack; reception committee, Daniel Blake, De Vinne-Hallenbeck Company; automobile, George Draach, Sinclair & Valentine Company; registration, Otto Fuhrmann; hotel, Robert J. Erler, Stirling Press; sightseeing, Robert Moloney, Trichromatic Engraving Company; trip to West Point, James Connolly, Pictoral Review; badge, William A. Renkel, Stirling Press; industrial, William Smith, Oak Press; ball game, George Cunningham, Hamilton Press; publicity, Charles Trapp, Stow-Whittaker Co., Inc.; ladies auxiliary president, Mrs. A. E. Giegengack; dinner, Lou Murdock, Eilert Printing Co.

SOMETHING NEW IN ATTENDANCE RULES

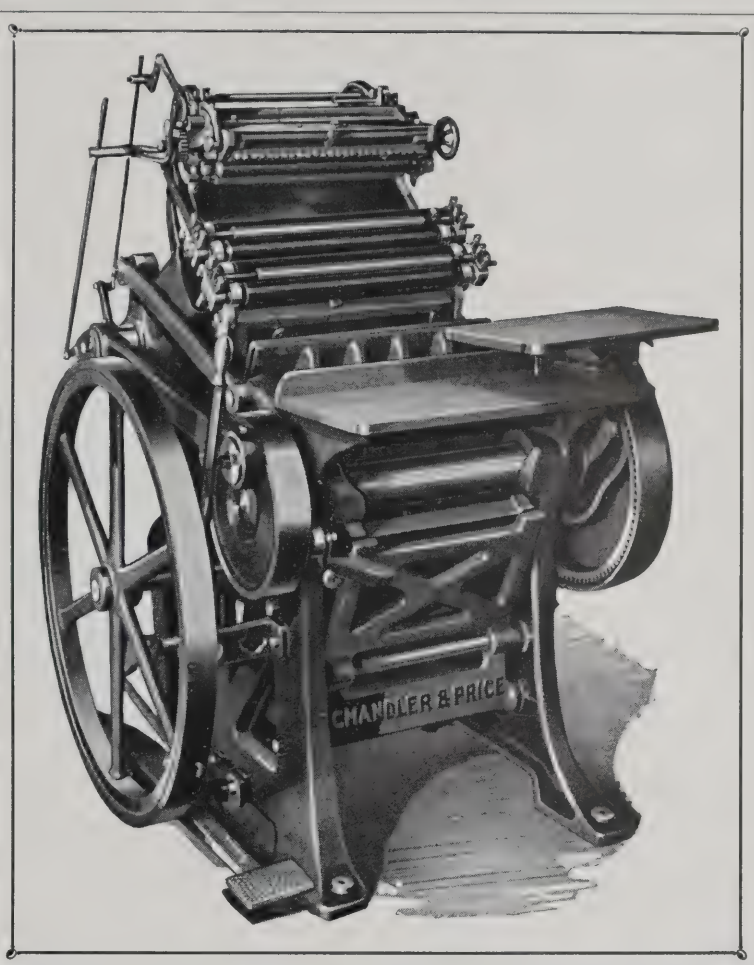
It Has Occurred to *ye editor* frequently in watching conventions of newspaper men and printers that the *something* needed to concentrate interest and attendance may be a method or device which will put a *premium* on attendance and interest—even, to make the members feel they "belong" to something or somewheres by attending, are "of the chosen", so to speak, if you know what I mean. Anyway, the National Editorial Association headquarters have announced *Rules for Attendance* at the next annual, and this looks to me like a step in the right direction. The announcement:

In view of experiences of 1926 the Executive Committee has found it necessary to adopt more stringent rules as to who shall be entitled to participate in the annual educational outings of the National Editorial Association. Our hosts each year expend thousands of dollars for the entertainment of the editors and it is unfair that those having no connection with the printing industry be included in the party. Omaha is now making arrangements for plans which will even outdo California and for that reason the committee has adopted the following rules to govern attendance at the Omaha meeting next June where Ole Buck looks for the presence of some 1500 publishers:

First—Participation in the Educational Tours and entertainment provided in connection with the National Editorial Associaton's annual convention shall be limited to actual newspaper men and women,

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~FOUR SIZES~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON	RICHMOND	CLEVELAND	DETROIT	KANSAS CITY	PORTLAND, ORE.
NEW YORK	BALTIMORE	CINCINNATI	ST. LOUIS	DENVER	LOS ANGELES
PHILADELPHIA	BUFFALO	ATLANTA	MILWAUKEE	SAN FRANCISCO	WINNIPEG
	PITTSBURGH	CHICAGO	MINNEAPOLIS	SPOKANE	

AMERICAN TYPE FOUNDERS COMPANY

SET IN MEMBERS OF THE GARAMOND FAMILY ADAM ORNAMENTS NO. 1

"NPJ" ROUND TABLE
(CONTINUED)

or members of their respective families, and to allied industries holding sustaining memberships. In no instance shall any paper or publication be entitled to more than three representatives, preferably to two.

Second—An itinerary fee of $12.50 per person and a convention fee of $5.00 per person must be paid by those attending. Registrations must be made and **fees paid, at least ten days in advance** of the convention, to the Executive Secretary, St. Paul, Minnesota. If registrant is unable to attend, such fees will be refunded through the regular business channels of the Association.

Third—Publishers holding sustaining memberships shall be entitled to attend conventions and outings without the payment of any other fees. A sustaining membership of $25.00 will cover the itinerary and convention fees for only two persons frim the same publication. Those holding sustaining memberships will in every instance be given the preference where restrictions as to the number to be accommodated are made.

Fourth—A publication desiring representation and unable to be represented by its editor or publisher in person may secure representation by submitting the name of a proxy, if such proxy is connected with such publication, to the President of the Association for his approval, providing said publication holds a sustaining membership in the Association.

Fifth—In justice to National Editorial Association convention hosts, children under sixteen (16) years of age are not eligible for participation in Educational Tours or Convention Entertainment features. One child over sixteen (16) years of age may participate by paying the fees provided for in section two.

GEORGE SCHLOSSER HAS RETIRED

Veteran of Veterans in the community newspaper and printing field, George Schlosser, Wessington Springs (S. D.) *Republican,* recently declared he would retire, and made good on it, though few at first took him seriously. Mr. Schlosser, truly a "master printer-journalist", has spent some 56 years in the community publishing business. He was the first secretary of the South Dakota Press Association, and from 1912 to 1922 was secretary of the National Editorial Association. In 1912 he had the N. E. A. meet in the Black Hills country. Readers of *"NPJ"*, as well as the editor, are indebted to Mr. Schlosser for many contributions he has made, in the way of articles and suggestions, giving freely of his broad and intimate experience for the benefit of all who are willing to read and learn, "here a little and there a little".

U. T. A. SCHOOL ADDS LUDLOW

Announcement comes from the U. T. A. School of Printing, Indianapolis: "During the last few years, the need for setting display lines quickly and accurately, without using a large assortment of foundry types, has been apparent. This has been met by the Ludlow Typograph Company, of Chicago, with their machine, known as the Ludlow Typograph, with which the type lines in many styles ranging in size from six-point condensed to full-width sixty-point bold and larger can be quickly cast in slug lines without mold changes. One of the latest Ludlow casting units, together with the necessary compact steel matrix cabinets for molding matrices, is now being installed at the School, which will be used in teaching Ludlow Typography.

"This system of setting display typography has been making such rapid advances, that it is now almost necessary for a man to know the operation of the Ludlow to obtain a situation in the composing room of a metropolitan newspaper and in many of the high-class commercial printing plants."

BETTER NEWSPAPERS CONTEST

In February, the agricultural journalism department at the state university, Madison, Wis., will hold another better newspaper contest, in connection with the mid-winter meeting of the Wisconsin Press Association. The committee in charge includes Dick Pugh, editor of the Luck *Enterprise;* Charles Lowater, Spring Valley *Sun;* A. F. Ender, Rice Lake *Chronotype* and Andrew W. Hopkins, of the Wisconsin College of Agriculture. Pugh will look after the interest of the weeklies published in communities having less than 750 population, Lowater represents the papers edited in cities between 750 and 1,500 people; Ender the weeklies of the towns having more than 1,500 population, and Hopkins will aid with the local arrangements. Any paper published during the present year may be entered in any of the three classes of the contest. The deadline for submitting weeklies in the contest will be shortly after the beginning of the year.

NEW ASSISTANT PRINTING PROFESSOR

C. D. Byrne, head of the printing and rural journalism department at South Dakota State College, Brookings, announces the appointment of Theodore Misch as superintendent of the printing plant, with the title of assistant professor of printing. Mr. Misch is a graduate of Carnegie Institute of Technology at Pittsburgh, Pa.

His practical experience covers about 10 years work in printing specialty shops and in printing teaching as follows: Pressman for the Eureka Specialty Printing Company, Scranton, Pa.; all-around printer for Keystone Printed Specialties Company, Scranton; pressman for the Curtis Publishing Company, Philadelphia; superintendent for two years of printing plant at Pittsburgh News-boy's Home; assistant in summer production work at Carnegie Tech., department of printing; teacher in night school in printing at Carnegie Tech., for two years; instructor in press work at the same institution one year. He had been reappointed for next year but decided to come to State College.

The PRICE-CUTTER is a BOAT-SINKER

Reprinted from "Ben Franklin Witness", Cincinnati (O.) Typothetae; Copyright by Keystone Publishing Company.

EQUIPMENT : : SERVICES

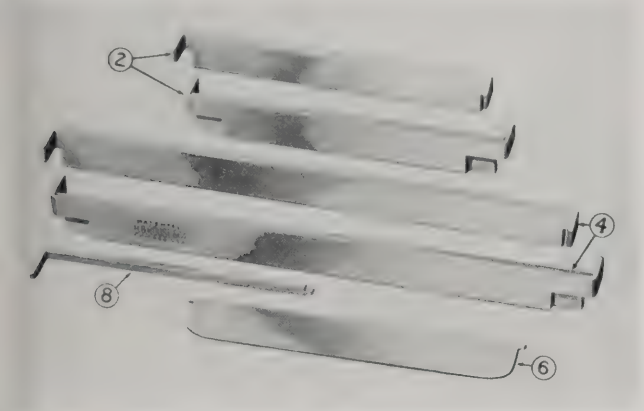
FOUR NEW TOOLS by ROUSE for PRINTERS

THIRTY days ago reports began to circulate in the printing: publishing field that a notable group of entirely new small tools for printers was about to be put on the market; and by a noted manufacturer, most favorably known for a great many years in this field; that the introduction campaign would be filled with new angles in such enterprise, and that, altogether, there would be epoch-making activity in connection with the new tools.

Shortly after, a series of "Advance Notices", 8½ by 11 inches, in black and orange on white stock, and carefully mailed flat, began to circulate in sales departments handling printers' supplies and tools, and these revealed that H. B. Rouse & Co., of Chicago, were ready with four new products, opening new fields for sales on a volume scale. Later numbers of these issues also outlined the advertising campaign, directed by O. H. Kepley, sales manager of the Rouse company. Still others bulletined the utility and beauty of the forthcoming tools. At the close of October, with the stage set and everyone keenly awaiting the "new quartette" of tools, the detailed announcements were ready, including elaborate and large-size special inserts in the leading printing and publishing trade magazies and papers. At the same time, salesmen handling the new products received beautifully finished and carefully packed samples, together with selling and operating instructions. The present issue of *"NPJ"* contains a complete advertisement telling about the new tools. Special circulars covering each new product also are now available.

"NPJ" ROUND TABLE
(CONTINUED)

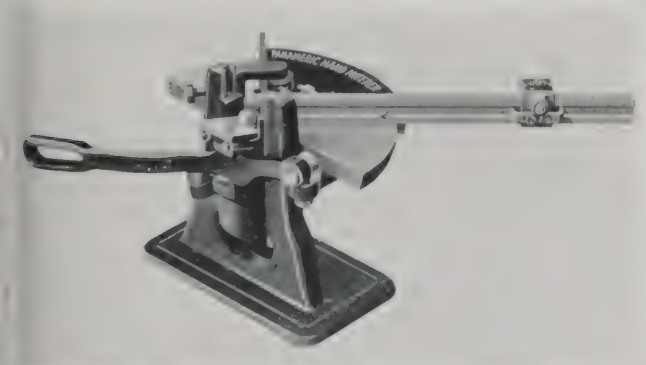
A most interesting member of the Rouse "quartette" is the *Rouse Page Frame,* self-locking, and the invention of William Renner, a New York compositor. Patent records are well filled with attempts to produce a self-locking type of frame. The new product, whose usefulness has been fully demonstrated without leaving any question, consists of four interlocking, self-locking steel bars, only 1 pica thick, light in weight and low in price. It produces a double squeeze, eliminating workups to the absolute minimum.. Every printer knows the "high cost of workups" and all that goes after them. In addition, the new device offers a new method for page justification, accurately and without use of guage, saving according to several advance users, around 50 percent of the time used in justification. A page of type can be put in the frame and a proof taken on a hand proof press without locking in a chase, yet the type cannot leave their feet. A 64-page form has been cleared in 10 minutes by the use of this device. Tie-ups with strings become needless. The dangers of "pi" become nil. The Rouse frames come in labor-saving fonts. All statements published by the Rouse company as to this and the other three tools are backed up by a multitude of testimonial letters and statements of actual users.



ROUSE SELF-LOCKING PAGE FRAME
(Bars and Wedges Making Up a Complete Frame)

Another of the Rouse "quartette" is the *Panameric Hand Miterer,* and in addition to its features of price and utility, has a little romance behind it. H. B. Rouse, president of the company, who has designed and produced many notable devices in the printing field, returned from his home in California, went to a drawing board at the plant in Chicago and designed this machine.

Then, there is the *Rouse "Forty" Lead and Rule Cutter,* which the company offers as surpassing its "Thirty," which has been advertised as the largest-selling lead cutter in the world. A new feature is the long bed, taking 106 picas without extension gauge, yet using little bench room. The machine is equipped with a sliding bed gauge, acting smoothly and with very slight pressure; then locking accurately. The point gauge cuts down to 6 picas and as long as 45.



ROUSE "PANAMERIC" HAND MITERER

ROUSE PAGE FRAME, COMPLETELY IN USE

The *Rouse Brass Type Gauge* here comes last but not least in the "new four", recommended by the makers and sellers particularly for accuracy and quality. About 18 months of research and experiment preceded the announcement of these gauges.

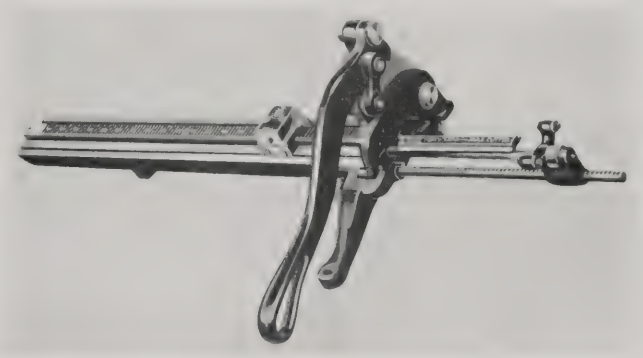
These necessarily brief descriptions of the new products from Rouse only cover "the high spots", but ample literature is being made available by Mr. Kepley, for the asking, covering them together and individually.

MORE WESTVACO INSPIRATIONS

Nos. Seventeen and Eighteen of the series by the West Virginia Pulp & Paper Co., show more new angles in type and illustrative effect, when it might seem from the previous numbers that every possible angle must have been exhausted. No. 17's text and pictures include such subjects as the "Renovation of French Typography and its influence on America," "Direct Mail Advertising in Colors," "Present Trend in Advertising Effort," (right up to the minute), and a most interesting page on the use of the silhouette. Texts on the use of line drawings, with many newly-stated pointers; on woodcuts and wood-cut effects, and ways of showing graphic charts, are among the features in No. 18. Truly inspirational, indeed!

AT "OVER THREE THOUSAND AN HOUR"

Miehle Vertical folders are out, forming an unusually snappy and telling advertisement for this press. It is a four-page circular with beautiful color work, to show the wide field that the Miehle opens by reasons of accurate register, firmness of impression and great speed.



ROUSE "FORTY" LEAD & RULE CUTTER

D. R. SALISBURY SUCCEEDS G. C. WILLINGS

D. R. Salisbury has been appointed assistant to President H. R. Swartz, of the Intertype Corporation, and will succeed to the duties of G. C. Willings, former vice-president and sales manager.

Mr. Salisbury was graduated from the Massachusetts Institute of Technology in 1918 and was shortly thereafter appointed to the office of sales manager of the Allied Machinery Company of America. He also has been identified with the American Laundry Machinery Company.

HOLIDAY DECORATIONS, A. T. F. CO.

Resplendent in Christmas colors, and introduced with a brief but expressive text as to the enormous volume of holiday greetings used in this day and age, the American Type Founders Co. showing of new designs of ornaments, borders, etc., is exceptionally attractive. Many of the offerings are illustrated in specimen form, containing innumerable ideas which should

"NPJ" ROUND TABLE
(CONTINUED)

aid printers in getting their shares of the increasing holiday greeting business.

Another publication of this company gives a complete showing of Cloister Lightface, roman and italic, and other members of this fine family.

AT THE DETROIT CONVENTIONS, Oct. 16-22

The Lanston Monotype Machine Company was represented at the various conventions in Detroit by the following: T. Frank Morgan, second vice-president and general sales manager; Frank M. Sherman, director of publicity; Richard Beresford, New York district manager; James H. Sweeney, Chicago district manager; George H. Clark, vice-president of the Monotype Company of Canada; and William Kirby and Mr. George Hanson of the Chicago district office.

FINE BRONZE BUST OF FRANKLIN

In a Letter to the editor of *"NPJ"*, Henry Lewis Bullen, librarian of the Typographic Library and Museum, American Type Founders Co., Jersey City, N. Y., makes the following announcement, the service being rendered without any profit, of course:

"In the past the Typographic Library has been asked frequently where a good bust of Ben Franklin might be procured. The Library had been searching for a worthy portrait bust for some years without success, until we were fortunate enough to purchase a bronze bust modelled by and cast for the late eminent sculptor, John J. Boyle, the creator of the two most famous statues of Franklin, one in Paris, presented to the French people by a group of American citizens, and the other in Philadelphia at Tenth and Chestnut Streets. Boyle made a careful study of Franklin portraits and busts made during Franklin's lifetime, and was accepted by the leading critics as the master of this subject. The bust is of bronze, heroic size, measuring 27½ in. across shoulders and is 25 in. high. It expresses dignity and intellectuality of a high degree. It is worthy of Franklin's great reputation, as will be seen in accompanying engraving.

"The Library has consented to furnish replicas indistinguishable from the original and will continue to do so upon request. The price is $315, f. o. b. Jersey City. This is much less than cost of original. It is a great work of art. The weight of bust is 182 lbs."

MORE HONORS FOR MR. BARTLETT

Edward Everett Bartlett, president of the Bartlett Orr Press, director of Linotype Typography for the Americas, and chairman of the International Typographic Council was guest of honor at a dinner September 29, Hotel Biltmore, New York City, in appreciation of his fifty years of devotion to the betterment of the graphic arts.

Bronze medallion placquettes designed by R. Marschall, the well-known sculptor of Vienna, were presented to Mr. Bartlett by the members of the advisory board of the Bartlett Orr Press. The recto panel carries a portrait of Mr. Bartlett accompanied by this desciptive matter: "In commemoration of the fifty years of devotion by Edward Everett Bartlett to the advancement of the graphic arts this medal is issued by his associates and friends." The verso panel is a decorative composition typifying the various graphic arts accompanied by this inscription in Gaelic: "Chan Ann Dhuinn Phein Amhain"—"Not for myself alone."

ONE ONE-THOUSANDTHS OF AN INCH

"In the Progress that the graphic art has made in the last decade," recently said R. O. Vandercook, Chicago, famous manufacturer of proof presses bearing his name, "no one factor has been more potent than the growing appreciation of the values of *one one-thousandths of an inch.*

When most people who read this, first learned their business *one one-thousandths of an inch* was as nothing in their young lives. Now *one one-thousandths of an inch* is, relatively speaking, *as a mile* to the more advanced workers.

"In an address before the Craftsmens' Club of Chicago, William Sleepeck said, 'If printers had been on to their job there would not have been the need of the newer process of printing' —Mr. Sleepeck had in mind such processes as offset, intaglio and rotogravure. A short time before he made that statement a testing press had been built for a type founder with the limits of toleration held to one *ten*-thousandths of an inch. No tympan is used on this press, the sheet to be printed on being passed between the type and the bed and the accurately ground cylinder. The minutest defects of the type faces are instantly shown, and correction in the mould and condition of metal can be made to make the casts nearer to perfection. Accurate type and plates printed on the no-tympan press gives most pleasing results, not only to the artistic mind but to the financial mind as well, for the method shows lower cost of production in fine work. The success of rotogravure is due to the careful grinding of the cylinders.

"All who have preached the gospel of precision to printers have not done so from purely altruistic motives. Though having the correct basic ideas, they tried to sell too many "things" with the idea. The idea started with the first of the modern proof presses. That modern press was called the Rocker Proof Press. When proofs from a proof press looked as good as a make ready job it started printers to ask the reason why. The reason was easily found and manufacturers of producing printing presses saw if they would build their machines with greater rigidity and accuracy the cost of doing fine printing would be decreased. Competition is now forcing all builders of printing machinery to give more attention to the factors of rigidity and accuracy in construction."

THAT "BRIDGE" TO BE CROSSED

That Sometimes Intangible thing which appears to exist between the seller and the buyer, is the text of a recent folder, in bright color effect, of the Standard Rate & Data Service, Chicago. It is directed to the publisher and advertising-space salesman, and shows how the service ties up the entire chain of sales procedure, pointing out some of the missing links which are often "muffed".

WILL MOVE TO SCRANTON, PA.

F. Wesel Company, Brooklyn, N. Y., it is announced, has decided to remove to Scranton, Pa., a new plant to be completed early in 1927. Much-needed room for expansion thus becomes available.

ADVERTISING EXPERT'S COUNSEL

Arthur Bonnet, Bonnet-Brown Corp., to Wisconsin Press Association: "There is only one thing to do to meet the conditions through which people are going to other, larger towns (by auto, etc., in these days of universal tranportation) and reducing the business in your home town, and that is to *advertise the community*—not only to the non-residents, but to *the community itself.* Hasn't a community as much to sell as a merchant? It's a quirk of human nature that the other side of the field has greener grass, but there are barren spots on the other side just the same. In every community you will find a knocker. Knocking is infectuous. Advertise to your people what a wonderful community they, you, have. Get the merchants together. Show your community the advantages of trading at home. Your editor can do this in his editorials. But, let the merchants get together and advertise to their community what a fine community they have. In ten years they'll be saying: 'I knew this town when it had rompers on, now look at it.'"

NEWS : : : : : : EDITORIALS

SPORTING PUBLICITY ON THE GRIDDLE

The Following Committee has been appointed by the American Society of Newspaper Editors (large-city) to investigate sporting departments and sporting publicity: Will Owen Jones, Editor Lincoln Nebraska *State Journal,* Chairman; M. W. Bingay, managing editor Detroit *News;* Moses Strauss, managing editor Cincinnati *Times Star;* E. Robert Stevenson, managing editor Waterbury (Conn.) *American;* Philip A. Payne, managing editor, New York *Daily Mirror;* Charles M. Stanton, editor San Francisco *Bulletin.* This committee will make a report at the next annual meeting.

At the 1926 annual of the Southern Newspaper Publishers' Association, professional sports were hammered by several

Miller Master-Speed Jobber

"The Printer's Greyhound"

WITH ITS speed of 3600 impressions per hour, retaining as it does the inherent simplicity, quick make-ready and speedy wash-up characteristic of the Gordon type of press, and operating in the lowest price wage schedules under the recognized ratio of two units to one pressman, "The Printer's Greyhound" is establishing new standards of production and costs wherever installed—now operating in upward of 1,000 shops.

Our handsome new booklet not only describes and illustrates this latest Miller Creation, but also explains how its owners are successfully competing in price, quality and service with any shop regardless of its equipment—yours for the asking.

MILLER SAW-TRIMMER COMPANY

PITTSBURGH, U. S. A.

Branches in All Principal Cities

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

"Every Printer should acquaint himself with your mats"—

"I have used samples very successfully and never had the least trouble in making A1 casts from mats.

I have used them in making advertising signatures for regular advertisers, and am finding quite a bit of time and labor saved in their use, aside from relieving type that would otherwise be tied up, and generally speaking country newspaper offices do not have an over surplus of display type, spaces, slugs and leads. I have numbers of jobs that I keep standing all the time and will use Certified Mats in casting these forms also.

I have never had to make a second mat on any cast I have made. I use a piece of an old rubber blanket from cylinder press and get a good deep impression on my Mat. It also enables me to cast special date lines and advertising headings to advantage."*

*Name on request.

You too can prove the economy and practicability of the Certified cold process for printers without expense or obligation on your part.

Just fill in, clip, and mail the coupon, and we will start sample and particulars on the way to you at once.

Certified Dry Mat Corporation

338 Madison Ave., New York, N. Y.

for wet mat printing with DRY MAT facility — use Certifieds.

Made in U. S. A.

Certified Dry Mat Corp.,
338 Madison Ave., **Date** .....
New York, N. Y.

Gentlemen:

You may send us a sample of your Certified Printers' Mat, together with full particulars. There is no obligation on our part.

NAME.....

ADDRESS.....

By.....Title.....

"NPJ" ROUND TABLE
(CONTINUED)

publishers and newspaper *managers,* who claimed that the cost is much more than the returns for such news. Several said they no longer carry specials when the home nine is away, using only press association service. Others urged developing local amateur and semi-amateur sports.

EDITORS GETTING PAID BETTER?

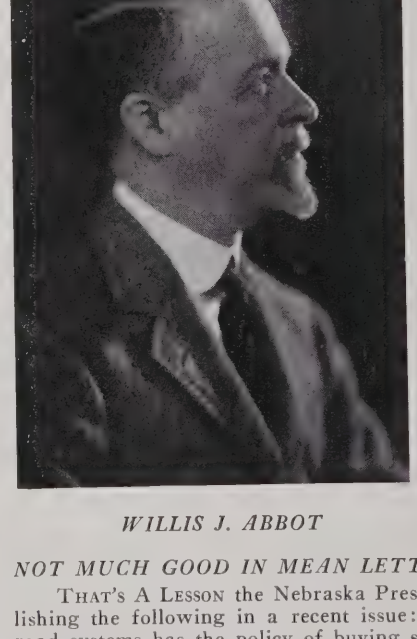
IN THE COURSE of round-table discussions at a number of press association conventions this spring, it came out that certain newspapers are endeavoring to get their editorial department salaries above the level of the mechanical departments, and that editorial salaries are now higher than ever before, as a general thing.

AMATEUR REPORTING CONTEST A SUCCESS

PRODUCING 57 COLUMNS of personals in three weeks, the Wakefield (Mass.) *Daily Item's* "personal chasing race", has been voted a success by the management. A modest space rate was paid, and a weekly bonus of $5 to the person having the largest number in a week. A full page ad announced the contest. The participants were restricted to high and other school girls, twelve being selected in various sections of the community, but each was permitted to work throughout the region. Said the manager: "Most people like to see their names and those of friends in print, but hesitate to offer them. They will, however, gladly put aside their modesty to help these hustling girls earn money and perhaps win the weekly prize—every week someone must win it. In the second week of the contest one contestant earned more than the average weekly pay of a fairly experienced office girl. Of course she could not hold this pace the year 'round and neither could the *Item* afford to invest so heavily in one department of news, but as an investment in good will of the readers (and the contestants) and to produce a notable asset to our advertisers (few of whom probably really appreciate the *Item's* value to them today) the season's cost will be counted as well worth while."

HEADLINE HAPPINESS; WHAT TO PRINT?

IN AN ARTICLE in *The Independent,* Willis J. Abbott, editor of the Boston (Mass.) *Christian Science Monitor,* said: "As a matter of fact there are many distinct publics with sharply divergent tastes. An editor is skillful if he can determine what any considerable body of readers desires; no editor is shrewd enough to determine the tastes of the whole reading public, nor could he satisfy them in one publication. Sooner or later the individual reader will find the paper which appeals to him. It is for the editor, then, to choose the public to which his paper shall appeal. If he believes there are more morons in the field than any other class and is indifferent to all save mass circulation, he will make his paper for morons and exult in the volume of circulation thereby gained."



WILLIS J. ABBOT

NOT MUCH GOOD IN MEAN LETTERS

THAT'S A LESSON the Nebraska Press *Bulletin* reads in publishing the following in a recent issue: "One of the big railroad systems has the policy of buying space in every paper on its lines. Plates go direct through local station agents. There is no commission to pay and bills are paid through the agent. Awhile back the advertising director adopted the plan of wrapping each plate in an information sheet about railroad affairs. There was no request that any of it be printed. More than fifty publishers wrote him sharp letters about this sheet, told him their advertising rates and used other expressions that

Yes, The Chicago Tribune Uses The Mohr Lino-Saw

So do the Boston Post, Boston Globe, New York Times, and Washington Star.

So do hundreds of other newspaper and progressive printing plants in the United States and in many foreign countries.

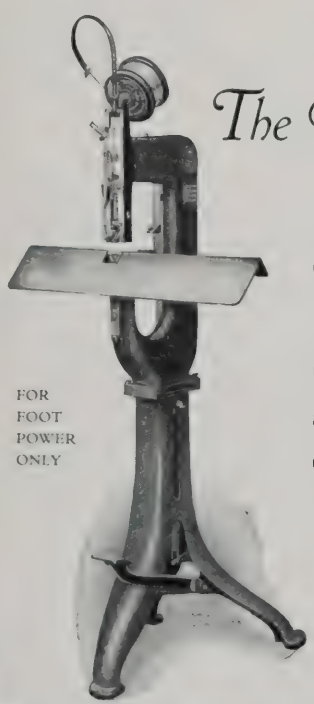
So also will *you* when you investigate the possibilities—odd-measured slugs produced *and sawed* directly on the Linotype or Intertype; "run-around" matter actually set as quickly and cheaply as straight matter.

Let us send you full details

Mohr Lino-Saw Co.
564-570
W. Monroe St.
Chicago
Illinois

Each of the circles indicates a Mohr Lino-Saw—part of a battery of 23—operated by the Chicago Tribune.

THE MOST EFFICIENT FOOT POWER WIRE STITCHER



FOR FOOT POWER ONLY

The No. 5 Boston meets the requirements of print-shops and binderies not needing power stitchers and produces work of unusual excellence. It is the leading foot power wire stitcher and is easily handled by the operator without expert attention.

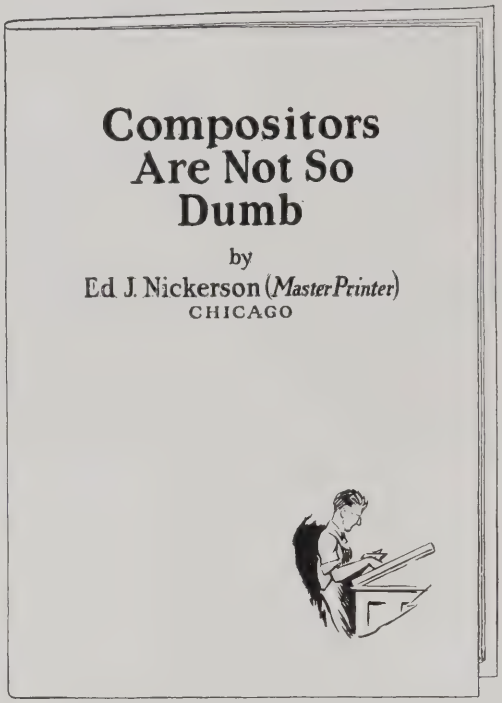
Capacity two sheets to one-half inch, flat and saddle table, single adjustment for all working parts, interchangeable four surface cutters, round and flat wires.

WRITE OUR NEAREST SELLING HOUSE FOR CATALOGUE

American Type Founders Company

Sold also by BARNHART BROTHERS & SPINDLER, all selling houses; in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY; in Canada by SEARS COMPANY CANADA LIMITED, Toronto-Montreal

SET IN CLOISTER LIGHTFACE AND ITALIC TEAGUE BORDERS



We have had thousands of requests for this booklet

It's a good story in itself—but there are some hard facts told by a highly successful master printer about the actual use of C & G Trimmiter in competition with another composing room saw. Ask for your copy—*it's free*—and amusing and instructive.

Cheshire & Greenfield Mfg. Co.
182-184 Huron Street, Milwaukee, Wis.

MAIL THIS COUPON TODAY

Cheshire & Greenfield Mfg. Co.
184 Huron Street, Milwaukee, Wis.

Please send me **without cost** a copy of Ed. Nickerson's story, "Compositors Are Not So Dumb." I want to laugh and learn.

Signed .....

Name of Firm .....

My Position Is .....

Street Address .....

Town ..... State .....

"NPJ" ROUND TABLE
(CONTINUED)

editors are likely to use under such circumstances. *He has discontinued using paid space in these papers as a result of the letters.* There is a moral concealed in this paragraph, and it runs in two directions. One is that there is never much nourishment in writing mean letters. The other is that this advertising director, by his hasty action, confirmed the opinion that he was trying to get free space, and was angry because he didn't get it."

FREE PUBLICITY FOR INSTALLMENT SALES

A Trade Journal, *The Apparel Gazette,* Chicago, says: "Time payment topics are again occupying preferred positions in the daily newspapers. Energetic gentlemen in various parts of the country have discovered that the instalment business is a monumental menace. They are ringing bells, shooting in the air and sending out Paul Reveres to warn the people of the perils of extravagance.

"Time payment business is receiving better advertising than it would have been possible for the owners of a thousand and one such enterprises to buy or beg. Unless human nature has changed a great deal in a very short time millions of recruits will be won over to the time-payment cause by the attacks recently precipitated. As soon as indifferent elements learn that time payments are bad for them they will begin to experiment with such thrilling perils.

"The time-payment habit is like prohibition that fails to prohibit. When a great many folks find out that they have been missing something they will give whole-hearted support to a disgraceful cause."

MANY NEWSPAPERS CAN USE THIS

Running Old Cuts of residents found in the cut files, and many of which are no longer identifiable even in the office, the Pierre (S. D.) *Capital-Journal* aroused a lot of interest by publishing them over a period, asking readers to identify them.

POVERTY JOKES ARE "OLD STUFF" NOW

It is Pleasing to the editor of *"NPJ",* who has spoken and written a lot on the subject, to learn that J. G. Graves, Portales (New Mex.) *News,* and president of the Panhandle Press Association, said at a meeting of that body: "The newspaper poverty joke is no longer relished and every member of this association should abolish it from his columns."

LIVES IN HIS NEWSPAPER PLANT

Col. James Elverson, Jr., publisher of the Philadelphia (Pa.) *Inquirer,* has his home on the thirteenth floor of the new *Inquirer* building, one of the largest and finest newspaper plants in the world. He goes from his office to his home in the elevator. And he has more seclusion than heretofore, beautiful furnishings, "an' everything."

HOW MUCH THE EDITORS SPEND

George B. Armstead, managing editor of the Hartford (Conn.) *Courant,* addressing an editor's forum: "Would it not be possible for editorial executives to compare methods of operation with profit, just as the scientist do?

"I found out that our payroll is 46 per cent of our total expenditure in our editorial department, but I wasn't able to ascertain in the time I had just what percentage of that goes for reportorial expense and the various other activities, such as the Sunday magazine and the rotogravure section.

"But, I did find out that 17 per cent goes to correspondents around the state, outside of our suburban territory. The reporters' expense is only 1½ per cent. To the A. P. we pay only 11 per cent. Our telegraph tolls are 2½ per cent. Our telephone calls amount to 5½ per cent. We spend 7 per cent on features. Illustrating amounts to 8 per cent and the miscellaneous items make up the balance of the 100 per cent."

RUNNING A SHORT STORY CONTEST

The Boston Traveler gave ten cash prizes in a short story contest, with good success. The conditions used are of interest to other newspapers, in connection with any kind of a contest. Here they are:

EACH contestant must be a regular student at a New England High School.

EACH story must be original, never before printed, and NOT MORE than 1000 words in length.

EACH story must be signed by the contestant and must have his or her home address, name of school and class, and signature of English

The ROSBACK Hand Perforator

This little machine perforates full 10″ long. It has an open end, and by reversing the sheet a 20″ perforation can be made.

The whole frame is cast in one piece—it's strong and sturdy.

Power is applied on both ends—works easily without tiring the operator.

New Model 10″

Inlaid tool steel die—steel stripper and music wire punches. *Die guaranteed to cut clean for five years.*

Rosback Quality—money and brains can't build it better. You can't wear it out. No advance in price.

For Sale by Dealers Everywhere — Built by

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

The Largest Perforator Factory in the World

50% Gain In One Year Why?

Four Reasons

- **Quality**
- **Service**
- **Courtesy**
- **Price**

1 lb. Satin Finish Job Black
1 lb. Holly Red
1 lb. Holly Green
$5.00 Delivered

1 lb. Bond Black No. 1—Gratis with above order

Mail Your Order Or Send for Printed Samples

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET
PHONE HARRISON 5859
Chicago

Branch Office:
Milwaukee, Wis.
368 Milwaukee St.
Broadway 8576

Branch Office:
Toledo, Ohio
406 Jackson St.
Adams 2778

Johnsonized

Our stock of high grade cylinder presses for combination job, book and newspaper printing is unusually complete. We offer now:

One Miehle Two-revolution Press, bed 39x53, taking a 38x50 sheet, four page seven column, 13 em, or eight column 12 or 12½ ems, four form rollers, table distribution, trip, air springs, with combination printed side up or down delivery, late style extension heel and toe frame, practically new..... $3900.00

One No. 1 Miehle Two-revolution of the same general description but of the square frame style.... $3700.00

One Miehle Two-revolution Press, bed 31x41, two page six, seven or eight column, newspaper and fine job machine with three form rollers, table distribution trip, air springs, convertible sheet and fly delivery..... $2750.00

One Huber Hodgman Two-revolution, bed 46x56, four page seven or eight column, four form rollers, table distribution, trip, combination sheet and fly delivery, strictly a high grade job press at..... $3000.00

One Huber Hodgman Two-revolution, bed 31x43, two page seven or eight column, four form rollers, block bearing bed motion, table distribution, trip, combination sheet and fly delivery; a press good enough for any office..... $2800.00

One Optimus Two-revolution, bed 34x47, four page six column, four form rollers, table distribution, trip, front sheet printed side up delivery..... $2700.00

One Cottrell & Sons Two-revolution, bed 44x56, four page seven or eight column, four form rollers, table distribution, trip, combination printed side up and down delivery, a modern, high grade press.. $3100.00

One Cottrell Two-revolution, bed 26x39, two page six or seven column, table distribution, trip, front fly delivery..... $1900.00

One Babcock Regular Drum, bed 26x31, two page six column, table distribution, air springs, rear tapeless fly delivery, like new..... $1000.00

One Cottrell Drum, bed 33x50, four page six column, table distribution, air springs, rear tapeless fly delivery..... $1200.00

This list will give you some idea of how complete our stock is. Then we have job presses of all standard makes and sizes, both with and without Automatic Feeders; newspaper and job folders, perforators, stitchers, and other binder machinery, and some real bargains in Linotype and Typesetting machinery.

C. I. Johnson Mfg. Co.

Printers Supply House

48-50 East 3rd St. 143-5-7 So. Wabasha St.

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

teacher, in the UPPER LEFT HAND CORNER of page 1.

THE teacher's signature is to show that the contestant is a regular student at the school, in good standing, and that the story to the best of the teacher's knowledge and belief is the original work of the student.

EACH story must be written on ONE SIDE of the paper and must be accompanied by return stamps.

EACH story must be sent to the "Short Story Editor, Boston Traveler," on or before . . . .

ANY number of stories may be submitted by the same contestant.

SAMPLE stories will be published in THE TRAVELER daily, and for each story published a special prize of $3 will be given.

ALL stories, whether published or not, will be considered for the final prizes.

NO member of the family of an employee of the Boston Publishing Company (publishers of THE TRAVELER) can compete.

THE Short Story Editor's decision will be final.

"The total of school papers is approximately the same as the total of all country and suburban papers," he said. "One hears much about the power of the country press. Before long, I firmly believe, we shall also hear much about the power of the school press."

Purposes of scholastic journalism were listed by the professor as follows: To improve the community understanding of the school, to serve the school as an integrating force, to aid scholarship, to develop talent for leadership, and to train for thoughtful citizenship.

HOW TO RETURN "FREE PUBLICITY COPY"

WILL V. TUFFORD, Secretary of the Inland Dailies, in a members' bulletin: "Your attention is urgently called to the following sets of resolutions, containing instructions of the Inland, and showing how the effort to curb this evil is increasing. Summarized, briefly, here are the instructions:

"Each Inlander is urged to stamp all free matter received, with the stamp furnished by the Inland, attach rate card of its paper, and mail immediately—

"Not to the agency sending the free dope copy—

"BUT TO THE PARTY, CORPORATION, CLUB, GOVERNMENT, OR ASSOCIATION TO BE BENEFITTED.

"If the address of such concern to be benefitted cannot be secured, then send back to agency, or other party mailing it.

"Make it the FIRST duty of one employe, and see that it is performed, strictly.

"It is said national advertising paid campaigns are being held up now, till some agent tries to put a free campaign across.

"All other associations are requested to assist the Inland in this effort."

PRODUCTION ANGLES

NEW NEWSPAPERS, OFFICES, PLANTS

Phoenix (Ariz.) Arizona State Journal.
Elsinore (Calif.) Lake Elsinor Valley News—E. M. Wilson, Jr.
Ocean Beach (Calif.) Point Loma Life—George W. Lynn.
Van Nuys (Calif.) Daily Ledger.
Vista (Calif.) Press.
Colorado Springs (Colo.) Daily Observer.
Allapattah (Fla.) Record.
Magnolia (Ill.) Enterprise.
Boxholm (Ia.) News—P. O. Kaness.
Henderson (Ia.) Booster—G. D. Noland.
Deerfield (Kans.) Arkansas Valley Leader.
Hoisington (Kans.) Herald—H. H. Smith.
Udall (Kans.) Record.
Warsaw (Ky.) Gallatin County News.
Cohasset (Mass.) South Shore Life.
Hull (Mass.) Chronicle.
Jordan (Mont.) Tribune—Butte H. Tipton.
Rulo (Neb.) Times.
Rushville (Neb.) Independent Farmer.
Farmington (N. M.) Republican.
Bowdon (N. D.) Journal—A. P. Barstad.
Gettysburg (O.) Press.
Pomeroy (Ohio) Tribune.
Cleo Springs (Okla.) Review—Al Mathis.
Waldport (Ore.) Tribune.
Bradley (S. D.) Advertisers—W. H. Dudley.
Owanka (S. D.) Bee.
Winchester (Tenn.) Chronicle—David Lynch.
Vancouver (B. C.) North American Publishing Co.
Milton (Wis.) Home News.

STEREOTYPING IN BOOK PRODUCTION

AN INTERESTING SIDELIGHT on developments in printing production methods and ideas is contained in an article in Wesel

"NPJ" ROUND TABLE
(CONTINUED)

Topics, of the F. Wesel Mfg. Co., in parts as follows: "At least a half-dozen of America's largest book printers *are* reducing book production costs by adopting stereotype plates for even the highest quality editions with commendable results. Stereotype book plates have been successfully used in England for some time, with a resultant decrease in production costs.

"Careful and extensive examinations of various high quality editions printed with stereotype plates, has proved conclusively that the results are equally as satisfactory as any other method. The reluctance to adopt stereotype plates for high quality books has been merely a question of tradition.

"As for advantages of mechanical production, they are largely obvious. Considerable press time is saved, running into thousands of dollars on large editions. Make-ready costs are appreciably reduced, and the resultant saving deducted from the production cost. Savings in metal costs are quite extensive. After the edition has been printed, the stereotype metal can be re-melted and the matrices saved for the next edition. The saving in storage space is tremendous. The space required for the electrotypes of a single book is sufficient for storing the *stereotype matrices of fifty books,*—a worth-while consideration in a large publishing house.

"At the height of a press run, time is extremely valuable. If a plate becomes accidentally battered or damaged, a new stereotype can be made in five minutes and the run resumed, as against anywhere from twenty minutes to four hours to produce the same plate by electrotyping.

"Ordinary, good-quality stereotype plates render excellent results up to 50,000 impressions; if longer runs are required, nickel-faced stereotypes can be used."

REBUILDINGS; NEW HOMES; ADDITIONS

Winslow (Ariz.) Mail—Building home.
Carpinteria (Calif.) Herald—In new home.
Owensmouth (Calif.) Gazette—To build.
Riverside (Calif.) Daily Press—In new home.
Soledad (Calif.) Bee—In new home.
Orofino (Idaho) Tribune—In new building.
Clay City (Ill.) News—In new home.
Fairbury (Ill.) Blade—In new home.
Roseland (Ill.) Vicinity News—To build.
French Lick (Ind.) Spring Valley Herald—In new home.
Dodge City (Kans.) Daily Globe—In new home.
Oxford (Kans.) News—To build.
Roxbury (Mass.) Gazette—In new quarters.
Three Rivers (Mich.) Commercial—In new building.
Salamanca (N. Y.) Republican-Press—In new building.
Cleveland (O.) News—In new plant.
Ferris (Tex.) Wheel—In new quarters.
Clintonville (Wis.) Dairyman Gazette—To build.

WHAT IS A STANDARD COST SYSTEM?

FROM A PAMPHLET of the Department of Manufacture, Chamber of Commerce of the U. S.: "A standard cost system is one which employs predetermined figures in the accounting in place of actual costs of products. In a standard cost system the sum total of the standard costs for the goods produced is compared with the total outlay in money during the period of such production. The procedure is the reverse of that employed in the job cost system. In the latter the actual costs are alloted to the individual products or lots. In a standard cost system cost values are assigned to the products and the total of such assigned values compared with the actual outlay for production."

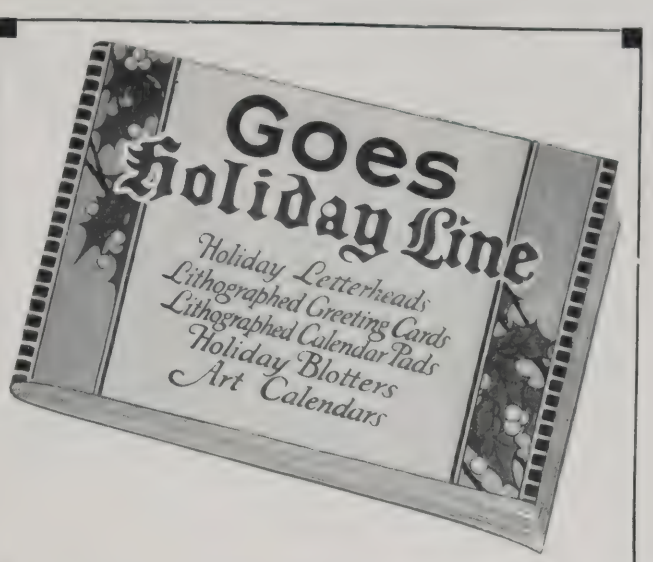
TABLOID NEWSPAPERS? YES or NO?

THE SERVICE SHEET, N. Y. State College, Cornell University, comments on a resolution adopted by New York Associated Dailies against tabloid newspapers, as follows: "As reported, the resolution was to the effect that 'none of its members will participate in the publication of tabloids and that they will attempt to discourage publication of such papers in New York State.'

"If the Associated Dailies actually used the term 'tabloid' as quoted, they misconstrue a word which denotes size alone, and which should not be applied to contents of certain small-sized papers, such as the *News, Mirror,* and *Graphic,* for instance, in New York City.

"Ably edited, virile, independent Scripps-Howard dailies are tabloid in form; the Hartsdale *Herald,* a good weekly sheet, is a tabloid; and another weekly, the Eldred (Pa.) *Eagle,* spreads above its name-plate the words, "the first tabloid in McKean County." It has four 14-em columns.

"As long ago as 1894 the present Service Man predicted the tabloid as the coming sane size of newspapers. It hasn't come



HERE is a special line for a special purpose. It will make a refreshing change for your salesmen—will revive old customers, and start new ones.

To take the Goes Holiday Line to a new customer is like carrying glad news to a new friend—a good stepping stone to a long and happy relationship.

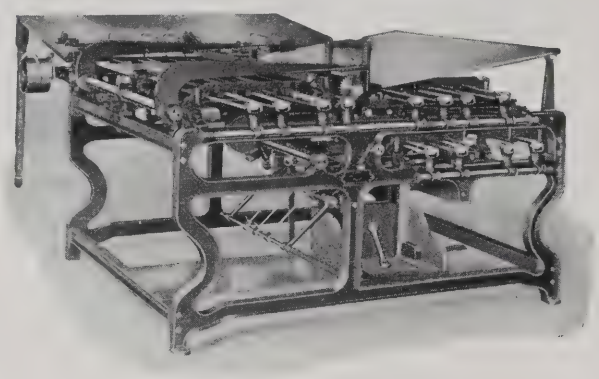
The book pictured here is a work of art and makes a splendid opener. It's 17 5/8 x 11 1/2 inches, and done in seven colors and black. It shows the complete line in full size and exact colors.

Let us send you a copy. No charge—we know you'll send us orders if you just show this book.

GOES LITHOGRAPHING CO.
41 East 61st Street, Chicago
3451-B

Mentges Newspaper Folder

Will Save You Valuable Time and Reduce Your Troubles



A MENTGES NEWSPAPER FOLDER will enable you to forget many of your mechanical troubles and give you more time for the important editorial work. A good folder is as important as a good press.

We have hundreds of users, all of whom are boosters. Let us send complete information.

Machine Sent on Thirty Days Trial

The MENTGES FOLDER CO.
SIDNEY, OHIO
"Builders of Profitable Folding Machinery"

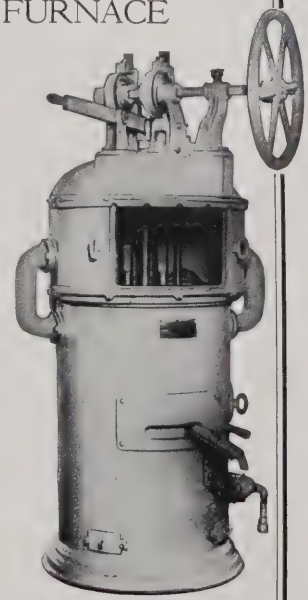
STOP YOUR METAL LEAKS

by installing a

Monarch Monometer

RE-MELTING FURNACE

THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas — eliminates harmful fumes—retains tin— and reduces dross to a minimum.



The Monometer Will Earn Money for You

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

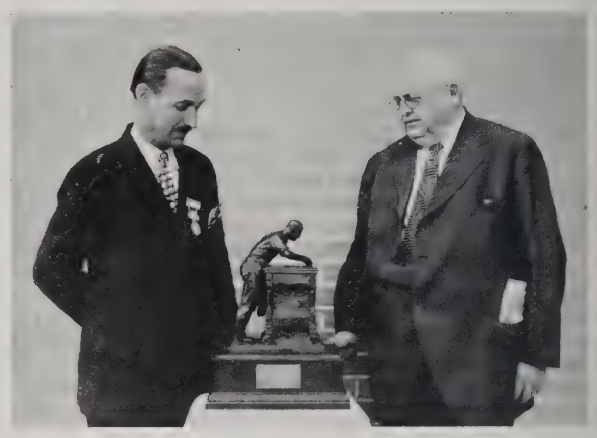
"NPJ" ROUND TABLE
(CONTINUED)

any too fast, but it is still coming. Who shall say but some of the popularity of the New York City tabloids is due to the fact that they can be handled easily in a rushing subway or L train, where the larger sheets are a nuisance?

"So don't let us get a prejudice as to shape and size. The tabloid form has too much to recommend it to be condemned by the fact that the Associated Dailies say they do not like the kind of news and pictures that some tabloid-size papers print."

GOOD LIGHTING NOT ANOTHER "LASH"

THE AMERICAN MACHINIST brings out a good point about good lighting in shops, showing a point of view ordinarily overlooked: "Good lighting is not a lash which drives the worker to do more total work, for the human engine is fairly well governed so that its average rate of work is more or less constant. A great reward for improving seeing conditions lies in reducing the useless work done by the human being thereby increasing the useful work without any increase in the total work."



"The MAKE-UP MAN"

J. DAVID STERN, Editor and Publisher of the Camden (N. J.) *Morning Post* and *Evening Courier,* through Capt. Pierre de Rohan, Associate Editor, has Presented a Tribute in Bronze, *"The Make-Up Man"* to the International Typographical Union. Capt. de Rohan (left) is Shown Making the Presentation to President James M. Lynch (right) of the Union. The Statue is by Max Kalish of Cleveland, O., Charles W. Goodwin, Make-Up of the morning Post, Posed for the Work of Art which was Finished in a Room Adjoining the Stern Composing Rooms. Sculptor Kalish is the Producer of "The Puddler," "The Riveter," "The Bread Line", and Other Statues.

WHY PYRAMID THE ADS, ANYWAY?

SAM S. HAISLET, new field secretary of the Minnesota association, answers: "Why use electric lights or an electric motor? The pyramided ad page is recognized everywhere as a step forward in newspaper make-up. It makes the page easier to read, more pleasing to the eye, eliminates burying any ad, and conforms to the modern way of doing things."

PERRY LONG OF CURTIS, RETIRES

THE ASSISTANT MANAGER of the magazine press division of the Curtis Publications, and a power in the Craftsmen's Club circles, will retire, at 43, principally because of his wife's health. The Curtis plant operates 200 magazine presses and employs 1,200 persons. Mr. Long began there as foreman.

NOT COLD YET, BUT IT WILL BE

AN ADVANCE TIP on Mr. *Static,* from the South Dakota Press Association school for printer-journalists: "The remedy for static is to use a gas burner for the sheet to pass over after it has been printed. Other remedies have been tried and will help to some extent," says A. R. Retzlaff, instructor. "Glycerin applied to the draw sheet and rubbed on thoroughly with the palms of the hand, will help. A small quantity of glycerin

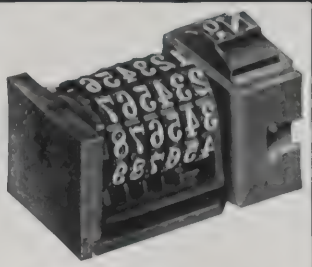
$10.00 SIX WHEELS

COLD ROLLED STEEL CASE IS AN EXCLUSIVE FEATURE FOUND ONLY IN AMERICAN STOCK MACHINES
TOOL STEEL DROP CIPHERS
SOLID ONE PIECE PLUNGER
GUARANTEED

ALL STEEL NEW
AMERICAN
MODEL 64
NUMBERING MACHINE

100 Other Models for Flat Bed and Rotary Presses

American Numbering Machine Co.
224 SHEPHERD AVENUE, BROOKLYN, N. Y.
Branches: 123 West Madison Street, Chicago, Illinois
London and Paris



№ 123456
Fac-Simile Impression

Carried in Stock by American Type Founders Company and All Printers' Supply Houses.

A Real Economy

Although there are cheaper type cleaners, Phenoid Instantaneous is a real economy. It is speedy and tharough, dries almost instantly, and leaves no grease film.

To avoid smudging type, and to save waste of paper on trial runs use Phenoid. It will not injure wood, metal, clothing, or skin.

CHALMERS CHEMICAL CO., 123 Chestnut St., Newark, N. J.

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

TRY—AT OUR RISK—Send for a quart can of Phenoid. When you have used it, pay us if you are satisfied. If not — send back the bill.

A Press Proof from a Proof Press

Vandercook Rigid Bed Composing Room Presses

"Used where quality and speed in taking proofs and limited edition work are most needed." This fact is most emphatically established by the list of users — we refer to the recognized leaders in the typographic arts.

VANDERCOOK & SONS
Originators of the Modern Proof Press
1716-22 W. Austin Avenue Chicago, Ill.

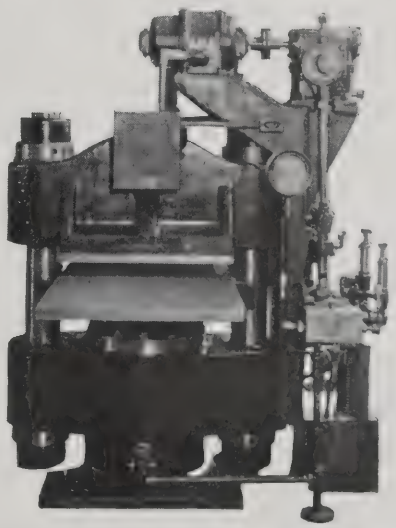
THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

BIROTADRUCK



HYDRAULIC MATRICE PRESS

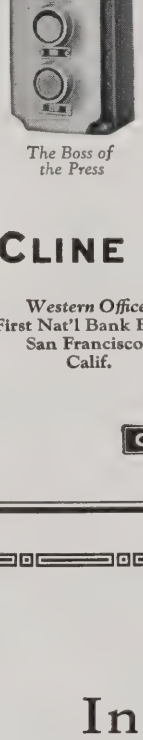
Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.
120 West 42nd St. New York

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE SYSTEM

The International Circulation Managers' Association

can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address

the Secretary-Treasurer please,

Mr. Clarence Eyster

c/o STAR, Peoria, Ill.

"NPJ" ROUND TABLE (CONTINUED)

should be applied to the fly-sticks. The first and second sheets which you print will stick to the cylinder, after that you ought to have little trouble; one application of glycerin will do for 500 to 2,000 impressions.

"Be sure your pressroom is kept warm, 70 degrees, at all times. As soon as you receive a shipment of paper, unpack it and have it piled in a warm room. Print paper may be wet down by using a sponge wrung out with water, rubbing it over the top sheet of every lift of 100 to 250 sheets.

"Another method often employed successfully is to thoroughly ground the machine. In addition to grounding you may suspend a string of metal Christmas tree tinsel so that it touches the sheet and connect the tinsel to the ground wire. Have moist air in the press room: sprinkle water on the floor; keep pans of water on the registers; open the radiator cocks; keep a kettle of water on the stove. Static is caused by friction. It may be generated by a loose packing of soft paper. Put oil or glycerin on the packing sheets and draw them down tightly."

MANAGEMENT : ACCOUNTING

NOW BUSINESS BEGINS TO HUM

E. F. Tucker, Managing Director of the Iowa Association: "September 1 ends the dull season. Have the boys cleaned up the shop and gotten things ready for the rush? That corner that needs cleaning out to admit a little more light; the dead advertising cuts in the ad alley skinned and the metal sent to the type house, provided it belonged to you? Have you seen to it that there is ample wood furniture in store, so that bill work can be done rapidly?" : : "Many newspapers are losing money every time they publish county board proceedings. Such words as county, merchandise, blanks, lumber, implement company, and many others are invariably abbreviated by the copy writers. If newspaper men would instruct their operators to spell out these words, there would be a great difference in income. In a recent issue of one of our best county seat papers, two columns of proceedings were printed, and the publisher lost 43 lines because of abbreviations."

WHAT YOUR "WHITE SPACE" IS COSTING

W. H. Bridgman, Stanley (Wis.) *Republican,* in W. P. A. *Howler*: "In computing the cost of advertising space, it is customary to deduct from the total cost of the newspaper for a given period the income from subscription and charge the remainder of the cost to advertising. This remainder divided by the number of inches sold for the period will give the actual cost of advertising space for that period. Of course this nor any other method has any value unless there is a dependable standardized method for determining the cost of the newspaper.

"I have to suggest however that the above method has holes in it because the income from advertising usually includes a considerable sum for legal or official publications, classified advertising and other paid matter published at non space rates. Therefore the only accurate method of determining the cost of display advertising space is to include the income from advertising at non space rates with the circulation income and deduct the total from the cost of the paper. The remainder divided by the number of inches sold at space rates will give the actual cost per inch of advertising space.

"I have at hand the records of one progressive Wisconsin weekly whose publishers were able to furnish the necessary data with which to compute the actual cost of their space. The total cost of producing the paper for the year was $11,312.85. This paper average 9.15 pages per issue for the year. Its circulation receipts were $1,311.63 and its receipts from advertising at non space rates were $800.67. The total inches sold at space rates was 25,284 and the cost per inch of this space was .3639 cents. The paper carried 45.4 per cent. advertising for the year 1925.

"This paper has a considerably larger circulation than its circulation receipts would indicate and the low figure is probably due to neglect of collections in that department for the time being. But a normal income from circulation would not greatly have reduced the cost of advertising space. It is clearly worth while to have at hand the necessary data on which to base a computation of the cost of space."

HOWARD LEDGER HOWARD ENVELOPES HOWARD LAID BOND

HOWARD BOND

WATERMARKED

"THE NATION'S BUSINESS PAPER"

Howard Bond is particularly adapted for letterheads, billheads, and all office forms. Its high quality combined with its moderate price makes it popular the country over.

Compare It! Tear It! Test It! And You Will Specify It!

New York Office 280 Broadway

Manufactured by
THE HOWARD PAPER CO.
URBANA, OHIO

Chicago Office 10 S. LaSalle St.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
Success Bond
Old Council Tree Bond
Chieftain Bond
Neenah Bond

Check √ the Names

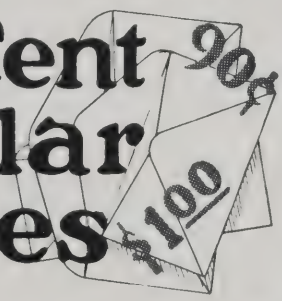
Wisdom Bond
Glacier Bond
Stonewall Linen Ledger
Resolute Ledger
Prestige Ledger

"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH QUALITY 18 473

Ninety Cent *and* Dollar Envelopes *Extra Good!*



Once in a while they get you cornered where only a "competition" grade of envelope will let you make the winning bid.

Here you are! Two extra specials, provided for just this emergency —two No. 6¾'s of good substance, "feel" and clear white color—

A Dandy at 90 Cents per M
A Somewhat Better One at $1.00

—and believe us, we had to get our pencil sharpened to its finest point to make these prices on such values. The figures are for 10-carton lots—but can go as part of any mixed order of 10 cartons or more.

Samples free, of course. Likewise our Price List No. 28, quoting over 600 other styles *ready to ship* from our 20 million stock.

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

Steel Die Engraved

1927 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1926.

AMERICAN EMBOSSING CO.
192-96 Seneca Street BUFFALO, N. Y.

No Need to Look Farther for an Efficient Staple Binder

The ACME No. 6½ will meet all of your requirements

The Acme No. 6½ Staple Binder is the most compact, rigid and efficient binder for printers. It binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire.

The only adjustment necessary is for different degrees of work. A straight downward pedal stroke and a ten inch reach for the insertion of work. Equipped for flat and saddleback work.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894

3,000 Publishers Take Pride in Saying:

"I belong to the National Editorial Association," and they have a just reason for being proud of holding membership in an organization composed of the finest men and women in America. There is a satisfaction that comes from the heart in enjoying the friendship and acquaintance with your fellow workers. There is also satisfaction in doing one's part in a great constructive work beneficial to all the craft.

This Army of Contented Workers

is growing every day. And there is reason why. It is "Service and Savings". Help yourself and your profession by being one of the 2000 new members that will be enrolled in the next few months. The membership is but $3 per annum.

Why not send your check today to

NATIONAL EDITORIAL ASSOCIATION

622-624 Merchants National Bank Building

ST. PAUL, MINNESOTA

"NPJ" ROUND TABLE
(CONTINUED)

99%-RESPONSE COLLECTION LETTER

ACCORDING TO AN ARTICLE in several trade papers, not in the printing field, the following letter is getting almost 100% favorable response (it was used by a stationer):

DEAR SIR:

It is not an easy matter to call attention to an unpaid bill. It is difficult on two accounts: First, I know myself what it means to meet obligations. Second, and more compelling, I need your friendship and patronage. Constant reminders like this besides being expensive to me, cause me to run the risk of losing that friendship on which the continued success of this business depends. But if friendship is essential, financial support is a necessity.

May I not continue to have both from you? Please sit down now, while it is on your mind, and send me a check for ..... as per attached statement.

Cordially yours,

.....

COST OF PAPER, ODD NUMBER OF SHEETS

CINCINNATI T. A. WITNESS: When the exact cost of an odd number of sheets, or less than full ream lots of paper of a known weight is desired, the following simple formula will prove useful and valuable:

Double either the basis weight or the number of sheets (which ever is the more convenient), point off three decimal places, because you now have the weight per 1,000 sheets, and multiply by the price of the paper per pound.

For example: What is the exact cost of 217 sheets of 20-lb. folio, white bond, listed at 19c per lb.?

```
217x40x19 or
    217
     40
  8.680
    .19
  78120
   8680
$1.64920
```

Therefore the exact cost of 217 sheets of 20-lb. folio at 19c per lb., is $1.65.

TIME CLOCKS IN NEWSPAPER PLANTS

W. G. HOOKER, Manager of the Pacific Northwest Newspaper Association, recently sent out a questionnaire asking whether or not time clocks are used in mechanical departments for the men to ring in and out. All members of the Association replied "No", none have replied "Yes." One answer included the following comment; "Why try to beat a man who can give you 1400 lines or 1800 lines just as his kind heart prompts him?"

ONE, or TWO PAPERS IN SOME TOWNS?

NEBRASKA PRESS BULLETIN: "It is becoming more and more evident that two or more papers in a town that only has enough business for one are no more necessary nor desirable than two telephone exchanges, two postoffices, or two depots on the same line of railroad. And, unless a small town shows more than ordinary local pride or business enterprise, it is going to be more and more difficult for them to have a paper of any kind."

TO DECREASE TURN-OVER OF LABOR

E. H. HARRIS, general manager of the Richmond (Ind.) *Paladium,* addressing the Inland Dailies Association recently, explained his paper's savings system, which has decreaed the labor turnover and increased the efficiency of the working personnel. The *Paladium* enters into a contract with the employe whereby the employe agrees to save weekly for two years a percentage, not to exceed ten, of his wages, the paper agreeing to pay a dividend to the employe of 40 per cent of the amount saved at the end of the first year; 60 per cent of the amount saved at the end of the second year, and a dividend of 50 per cent of the amount saved each year thereafter, these savings to be in bank deposits, building and loan or payments on homes.

The first year's dividend cannot be withdrawn until the end of the second year when the second dividend is declared, then the employe can withdraw both. During the second year, the first dividend draws interest at the current bank rate. Sickness, time off, including strikes, etc., can be made up by adding to the time period. Proportionate payments are made on the death of a depositor. Loans are permitted on account of death, sickness, etc. Dividends accrued to employes who resign or are discharged are prorated among other savers.

NATIONAL PRINTER JOURNALIST

PRACTICAL EXPERIENCE

Published Monthly by
Trade Press Publishing Co.
129-135 Michigan Street
Milwaukee, Wis.

Copyright, 1926

Annual Subscriptions
United States and Canada $2
Foreign Subscriptions $3
Single Copies 25c

Holiday Greetings

From "NPJ" : : : TO YOU!

Plenty of Tasks for your delight, to be done heartily; Plenty of Work for your bread, to be done courageously; Plenty of Tests, to be met with Good Will and Peace : : : And, may Success be your Crown, but never your Cross.

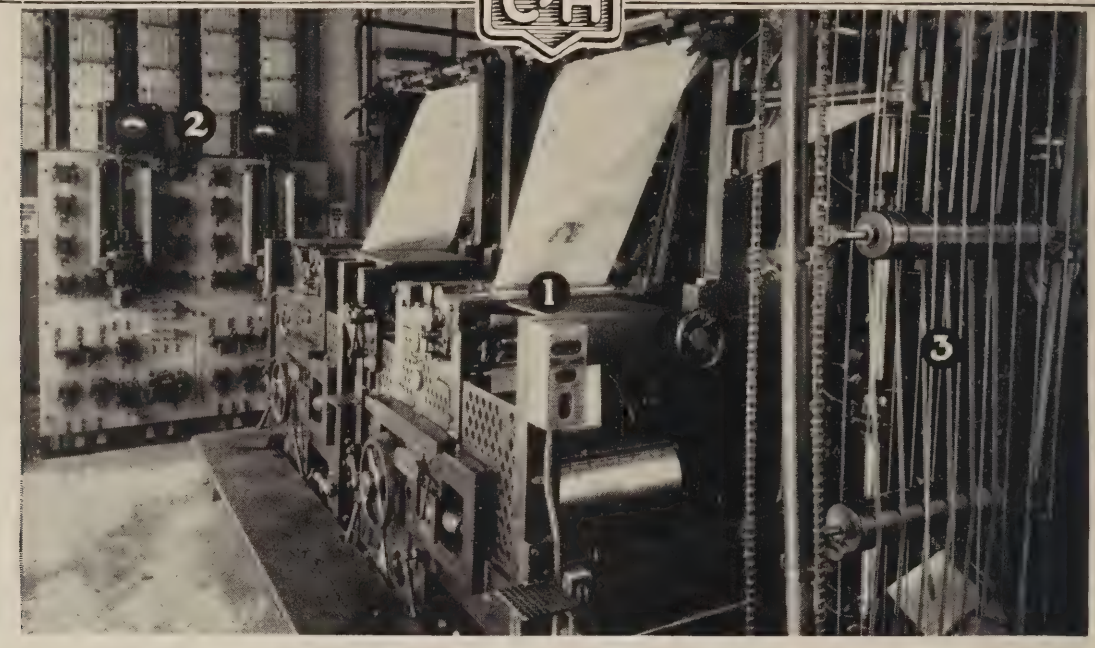
— *John L. Meyer*

JOURNALISM LIBRARY
Not to be taken from the room

December, 1926
Number 12 : : Volume 44

Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress March 3, 1879.

THE SAFEST SYSTEM C-H IN THE WORLD



A view in the press-room of the Palm Beach Post, West Palm Beach, Florida. One of the C-H Push-Button Stations which put complete control at the pressman's finger-tips is shown at [1]. At [2] is shown the C-H Control Panels used. [3] shows a portion of one of the C-H Newspaper Conveyors which eliminate waste and delay between the presses and the street. This paper [circulation 12,243] is typical of the moderately sized plants throughout the country which are finding C-H equipment profitable.

Bringing safety—efficiency—speed—to the smaller newspaper plant

SMALLER papers throughout the country are bringing their press-rooms up-to-date with the same system of control used in the largest plants from London to Tokio—"The Safest System in the World."

Cutler-Hammer Press Drives and C-H Automatic Control put immediate convenience, maximum speed and absolute safety into every press manipulation. Cutler-Hammer Conveyors carry the papers away as fast as the presses deliver them.

The newspaper plant with C-H Equipment can work faster, hit the street earlier, "scoop" competition—boost its reader circulation.

Investigate "The Safest System in the World."

C-H Equipment includes Press Drives and Automatic Control for press-rooms of any size and presses of all descriptions operating from either A.C. or D.C. Motors. Also Control for flat bed presses, job presses of all kinds and other motor-driven equipment of the printing plant.

Full descriptive literature will be gladly sent upon request.—There is a C-H Engineer in your territory ready and glad to go over your problems with you at any time—and without obligation. Drop us a line and we'll bring you together, whenever you say. Why wait?

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WIS.

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

NATIONAL PRINTER-JOURNALIST

(Copyrighted)

Established 1883 as The Printer and Publisher.

Published Monthly by the TRADE PRESS PUBLISHING CO., 129-135 Michigan Street, Milwaukee, Wis.

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F. L. GOULSTON, Advertising Manager
PAUL C. TREVIRANUS, Business Manager

JOHN L. MEYER
Managing Editor
Associated Staff
GEO. A. JUST, C. H. DuCLOE
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ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.
CINCINNATI—H. A. Braunstein, Provident Bldg.

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Foreign Subscriptions:
$3.00 per year
Single Copies - - - 25 cents

Volume 44 | Milwaukee, Wis., December, 1926 | No. 12

A New-Year Message to America's Executive Printers & Publishers

PROFIT IS NOT SALARY SALARY IS NOT PROFIT

How "Bosses" in Large and Small Plants Fix Their Rewards; What About it, for 1927?

A National Symposium by "NPJ"

PROFIT is not salary and salary is not profit! How much should the owner or chief, directing executive of a newspaper and printing plant pay himself? What are workable methods for arriving at the proper figure?

Many, *many* executive printers and publishers are not paying themselves regular salaries. This includes large as well as smaller businesses in this field; dailies as well as weeklies; great commercial printing plants, and small ones.

Some do not know there is any difference between "salary" and profit". Some do not even think about it. Others do not pay themselves a salary because they don't know how to make the figure.

One prominent printer-journalist—t.i., the owner of a large daily which has a job plant which is not any "adjunct" or "sideline"—said recently he pays himself 25% more than his highest-paid employee gets. In another instance, newspaper-printing plants have been incorporated for no other reason than to help solve this problem.

NOW is the time to think about this. The new year is at the door. Tomorrow may be too late to settle the question for 1927—the question, is the salary I am paying myself proper and right? The question, should I pay myself a salary? The question, how am I to arrive at a proper figure? And, all the others related questions.

Even the average office devil is on a better keel regarding these points than many a proprietor, in many a shop, office or newspaper palace!

WHO can answer, or give some help toward an answer? *"NPJ"* has put on another one of its national symposiums among its readers over this continent, believing that these questions can be finally settled and answered only by and among those directly concerned. Following are contributions from large, medium and small printing and publishing plants, *born of experience. "NPJ"* is grateful to those who replied, and trusts that this symposium will help make a happier and more prosperous New Year for many, many of its readers! —*J.L.M.*

"IT is a wise employer who knows how much he, himself, is worth to the business which he owns; so also is he who knows his salary from his profits," says Alfred F. Isham, editor and owner of the Brighton (Colo.) *Blade.*

"An editor friend of mine owned a country newspaper for nearly twelve years before it paid. Yet he never failed to write himself a weekly pay check, based on the number of days or hours he worked during that period. Many times, when buying new equipment he held up his checks in order to discount bills. But even though he could not cash them, he wrote and saved them up in his safe against the time when he could. He knew that a sound rule of business is *'After salary, then the profits, if any.'*

"Another editor friend of mine received $75 a week as city editor of a large daily. He resigned his position to buy a country weekly.

When the Newspaper-Printing Plant is Owned "All by One Family" or is "One-Man" Institution; Then What?

He recognized that in the beginning he would not be worth more than $40 a week, so that amount was all he paid himself.

"Further illustrating the difference between salary and profits is my friend the editor of one of the large farm journals who draws several times the salary he could not earn when he failed to run satisfactorily a country newspaper."

Incorporation would help many owners to keep proper books, Mr. Isham thinks. He adds this parting shot:

"When the owner cannot get his salary out of his business, he should shut the front door and go to work for his competitor."

WHY NOT BECOME A FOREMAN, THEN?

RAY W. GIFFORD, editor of the Westerville (O.) *Public Opinion* declares: "If the foreman is worth a certain sum a week, why should the boss not draw at least 25 per cent more? If the business doesn't justify such payment, or shows no prospects of doing so, it would be much better to sell out and become a foreman himself. If the worry of the owner in pushing through rush jobs, taming wild customers, and generally supervising the whole establishment, not to mention the responsibility of his investment, isn't worth at least 25 per cent more than his best paid employe, it is high time that he himself became 'a best paid employe' of some other firm."

INVOLVES FUTURE AS WELL AS PRESENT

ELMER W. BURROWS, editor of the Fort Bragg (Calif.) *News*, further clarifies the distinction between salary and profits.

"The owner should pay himself just as much as he could command for similar service when employed in a plant of similar capacity in which he has no financial interest.

"Any additional compensation, due him by reason of ownership, or the fact that he is furnishing the capital to conduct the business, is earned by such capital and not by his ability as a workman, superintendent or manager. The owner's capital should earn a return. But such earning should be recognized as profit, not credited to his own earning capacity.

"The boss of the modern newspaper print shop, be he editor, manager or superintendent, who does not allow himself a regular

G. M. MOSS
Whitefish (Mont.) Pilot

fixed salary, and charges same each week against the conduct of the business, should insure his life for a good, round sum in favor of the business, for when '30' is written for him, the business is not going to find another qualified to take his place on a 'no salary' basis."

MORE WORK, MORE PAY, AS HE BECOMES OWNER

W. K. LEATHEROCK, publisher of the Augusta (Kans.) *Daily Gazette*, "When I became publisher of the *Daily Gazette* I thought I was worth approximately the same to my own paper as I had been to the paper for which I previously had worked. But I soon discovered that I was working a great deal more, spending a lot more effort, working longer hours and assuming many more responsibilities than when I was working for others. Consequently, I raised my salary and I have continued to raise it to keep pace with the business and my own development."

"ALL IN ONE FAMILY" BUSINESS LOGIC

THE flaw in the logic of the man who gives as his reason for low prices charged by him, that his business "is all in the family" is pointed out by Cassius L. Coward, editor of the Lodi (Wis.) *Enterprise.*

"To the man who says, as a neighbor publisher of mine, that his paper is a family affair in which he, his wife and his son 'do their own work,' I want to answer that that man is *giving* his customers a good many hard earned dollars. This publisher-friend of mine is still selling advertising at 15 cents an inch—a present to the public which he would find it impossible to make if he would properly make a pay roll charge against the cost of doing business, for himself and those of his family who spend their time in its furtherance."

Mr. Coward's own business, he adds, is a "family affair," but:

"There are three of us on the payroll besides a high school boy who 'devils' around the shop on Saturday and during vacations, and the salary till is tapped for each of us every Saturday night.

"My daughter is a University of Wisconsin graduate from the journalism course and is now news editor of the *Enterprise.* She is paid as much for her work as I would expect to pay any other person of equal qualifications.

USES HOUR RECORD AND DRAWING ACCOUNT

"AS FOR myself, my salary is not a certain sum per week but is figured by the hours I put in. Suppose an owner pays himself $35 (?) a week. If he puts in 50 hours one week, that means he is earning at the rate of 70 cents an hour; another week, however, he might put in 60 or even 70 hours, which would reduce his hour rate too greatly. When I find it necessary to put in an unusually long week, my customers pay for it."

A drawing acount for living expenses, Mr. Coward says, makes such a scheme of paying himself practical.

He adds for the benefit of those who say they do not know how to arrive at the figure to pay themselves:

"I would suggest that they determine it by certain percentage of the gross earnings of the business. I should say that 20 per cent of this is a reasonable sum for the owner to draw as salary. And if, in addition, the owner's wife is the editor or operator, or any other member of his family is employed in the plant, let him pay them each every dollar he or she is worth."

THE minimum wage for the owner, according to W. J. Redmond, publisher of the Maple Creek (Sask.) *News*, Canada, should be $2,400 a year, plus 15 per cent on whatever interest he may have in the plant.

Conditions in . According to

DAVID M. WARREN
Amarillo (Tex.) D. News

A DOLLAR A YEAR PER SUBSCRIBER

V. E. JOY, publisher of the Centralia (Ill.) *Sentinel,* has a somewhat different basis of deciding on the owner's salary. He says: "A newspaper owner or chief executive who is actively on the job should earn $1 per year per subscriber. This computation would need modification in the large cities but affords a rough, working rule for small and medium sized communities, say upward to 75,000 population."

NOT A QUESTION OF "VALUE" ALTOGETHER

THAT neither the value a chief executive puts upon his own services, or what he would receive from someone else, should weigh for an instant in the salary he should pay himself, is the opinion of Calvin W. Price, editor of the *Pocahontas Times,* Marlinton, W. Va. The basis upon which the owner of a printing plant fixes his compensation, he says, should be what "the traffic will bear without being loaded too heavily."

"Know your business and its possibilities," he concludes. "Nurture and keep your business and it will eventually keep you. But ride the young or jaded horse delicately. Leave off the spurs until your mount has become a lusty charger."

ANYWAY, HAVE NAME ON THE PAYROLL

IRA B. ARMFIELD, editor of the Saluda (S. C.) *Standard,* makes this exhortation to owners who would be successful:

...ook-
the
... 25
per cent ... paid
employe, he is too small for his station."

U. T. A. DATA TELL OF CONDITION IN JOB FIELD

"WE printers are altogether too backward — we don't half appreciate our own value or the value to the community of our product," declared A. L. Lewis, vice president and chairman of the marketing committee of the U. T. A. in an address.

"In 1923," he says, "the average salary of U. T. A. proprietors whose sales fall under $15,000 a year, was $2,300 or $46 per week. Not only do these printers suffer an actual loss of 7 per cent on sales, but there isn't one of them but could earn more as a journeyman and be free of worry and financial responsibility.

"Better get something substantial in salary because if the profit (or loss) figures I have been able to gather from 300 printers can be depended upon, and they can, there won't be much else under present conditions."

Francis H. Bird, director of the department of research, U. T. A., declared on the basis of a survey of 643 firms, in 38 cities: "Of the 176 executives with sales under $15,000 and up to $300,000 a year, who reported, 66, or 37.5 per cent fall, in the salary range of $2,500 to $5,000; and 57, or 32.3 per cent, in the salary range of $5,000 to $7,500, both of which are far from adequate."

SEES AID ON PROBLEM IN INCORPORATIONS

IT IS to be supposed that proprietors who fail to pay themselves an adequate salary do so on the theory that they will get theirs in profits. G. M. Moss, editor of the Whitefish (Mont.) *Pilot,* and member of the executive committee, N. E. A., reveals the fallacy of such logic:

"There are too many persons in the publishing business," he declares, "who think that *G-r-o-s-s* spells *N-e-t.* It doesn't. And very frequently many of these fellows find out that at the end of the year, *N-e-t* spells *N-i-l.*

"Profits are what is left over at the end of the year, after all salaries, including that paid to the proprietor for managing the business, depreciation and fixed costs have been deducted."

Better than in News ita Recently Compiled

J. F. COMSTOCK
Cranston (R. I.) News

. . .

Mr. Moss advises the small publisher to incorporate his business, because incorporating will make necessary "a system of accounting that will make it very convenient for that publisher to put himself on the payroll with the other boys."

The next question is, how much shall the boss pay himself? And Mr. Moss suggests three possible plans which are unusual and interesting; take your choice!

THREE WAYS FOR FIGURING SALARIES

"IF you should be stricken with a protracted illness, or for some other reason have to leave your business in someone else's hands, what would you be obliged to pay some competent person to come in and do the same things, week by week, month by month, that you, yourself, formerly did?

"Again, if you should decide to leave your business and go out and seek a position in someone else's business, how much could you get for your services in a position similar to the one you occupied in your own business?

"The third possible way of determining the boss's salary, and the one which to me seems the most logical and which I myself have adopted, is this: I pay myself 25 percent more than my highest paid employe. I consider that the justification for this additional percentage lies in the responsibilities of the business which I assume."

(OVER)

Problem of A... Future as W...

...Involves Business

J. P. BAUMGARTNER, editor manager of the Santa ... (Calif.) *Register,* declares ... system of bookkeeping that does not charge against the operating expenses a fair salary for the owner, is incomplete and unsatisfactory, if not actually deceptive.

"I have been the sole or principal owner of daily papers in towns of from 10,000 to 30,000 population for the past 35 years and have always placed my name on the pay roll for a salary, the amount of which I based on what I thought I could earn as managing editor or business manager of similar property which did not belong to me."

DOES NOT PUT HIS NAME ON PAYROLL

H. A. KUENNE, editor and publisher, *Tri-County Record,* Kiel, Wis., one of the many owners of a printing plant who does not pay himself a salary, says: "I have never felt the need of placing myself on the pay roll, but I have no argument to make against the practice of owners paying themselves a fixed salary."

WENT ON PAYROLL AND FEELS BETTER

JONATHAN F. COMSTOCK, state vice president, N. E. A., of Cranston, R. I., declares that it gives him particular pleasure to contribute his thoughts on "paying the boss:" "On January 1, this boss went on the pay roll and is always going to get his weekly pay check with the rest of the staff."

In explaining his reasons for joining the ranks of "commensurate compensation for the boss," Mr. Comstock says there is nothing that so takes the heart out of one as to work day after day, leading one's staff, only to see the other chaps get a pay check regularly, while *he* waits for the ups and downs of the business to balance themselves so that he can either get his reward or take the leavings.

NO QUESTION HERE AS TO WHAT TO DO

AFTER declaring what every newspaper owner will undoubtedly agree to—namely, that no executive of a weekly can properly compensate himself save in the consciousness of having done his work well, J. B. Parker, editor and publisher, the Conway (Ark.) *News,* counsels:

"If a competent, all round printer can earn the $30 a week we have to pay him, then the chief executive is entitled to a salary of $75 a week.

"We make our establishment earn through its employes the gross earnings necessary to meet their pay roll and the cost of stock and operating expenses, including an equal salary to the executive officer plus 25 to 40 percent."

Mrs. F. C. McKEE

DELAVAN (ILL.) ADVERTISER TIMES

Newly-Elected President of Peoria (Ill.) District Press Association

HE KEEPS TAB ON WHAT IS OWING HIM

ON the right track, even if not up to date in payments to himself is Charles H. Cowles, *LeFlore County Sun,* of Poteau, Okla., who writes:

"We" (Mr. Cowles and his partner) "put ourselves down at $35 a week each, and continue to put it down even though the business owes us several hundred dollars. But we are creeping up on these things and we know how much we owe ourselves."

SALARY, AND ALSO GOOD DIVIDENDS

"AN executive should take a salary from his business in keeping with his city, plant and ability," is the way David M. Warren, general managing editor, Amarillo (Tex.) *Daily News* and the *Evening Post,* figures it.

"He should value his own services as highly as he would those of any person he would employ to fill his position. This should be done without regard to possible profits from the business. A printing plant should pay dividends on the investment as well as allow for depreciation on equipment and fixtures, too."

... may result from ... llowing causes: ... demand high enough rates for advertising and job work; lax collections; small volume of business; poor work due to inefficient employes, lack of equipment; a plant too large for the field; or expenditures on unnecessary ventures."

AFTER OFFICE HOURS By WILLIAM FEATHER

In SYSTEM MAGAZINE

IN his book about the London *Times,* Harcourt Kitchin mentions J. B. Capper who read proof. He says: "From long practice and experience he developed a nose for a blunder, as mysterious and as acute as that nose, of preternatural sensitiveness, which warns an underwriter at Lloyd's that there is something rocky in risks offered to him. I have seen a skilled underwriter take a slip from a broker, look at it, and instantly hand it back. 'What's wrong?' the broker would inquire in bland surprise. 'It's a good steamer, good owners, and a good voyage.' 'I don't like the smell of it,' the underwriter would reply, and the broker, without another word, would go away. Capper had a nose just like that."

And so do hundreds of other men, in hundreds of different occupations.

Some bankers seem able to feel or smell a bad note or a crook 10 feet away. Experts will appraise a carload of grain, cotton, or furs by merely glancing at a few samples. Real estate operators can look at a building without leaving an automobile, and tell you what it will bring in the market.

A skilled news editor can thumb through a 100-page court petition, and, by some peculiar faculty, locate the important paragraph in less time than it would take a layman to read the first page of the document.

Most successful business men have an uncanny ability which enables them to size up prospective employees with a minimum of error. They discover executives among office boys, while their less sensitive competitors are scrambling for ready-made managers, and paying five times the price.

This nose for error, for dishonesty, for talent, for value, is the choicest fruit of experience. It is the quality that permits some men to earn a comfortable living without seeming to work at all.

NEW HOME of The WATERBURY (Conn.) Daily REPUBLICAN-AMERICAN

PAPER IS ALL READY FOR WORK TWENTY YEARS FROM TODAY

Eastern Community Daily Planned New Home So That Every Department Can Climb Onward in Close Steps

By NORTON JAMES

THE Waterbury (Conn.) Daily *Republican-American,* proud of its new home (meaning "the spirit within" as well as a housing) has been called "the paper which is making the electric metal melting pot famous." A brief, illustrated and technical description of the installation in a recent issue of *"NPJ"* has brought out unusual interest among publishers and executive printers, in the device and its owners. Since then the new plant has been occupied; and it abounds with the practical things and methods of publishing, many of which rival its electric pot.

Plenty of light, quietness, cleanliness, convenient arrangements and ease and economy of operation, were the demands of the management on the planners and builders, together with room for expansion which will not include expensive additions, for at least 20 years ahead. The paper has had many homes since 1896.

THE OPENING of the new Waterbury (Conn.) *Republican-American* building marked the eighty-second anniversary of the *American,* the forty-fifth anniversary of the *Republican* and the twenty-fifth anniversary of Mr. Pape as publisher in Waterbury.

THE new home is 52 feet front and 102 feet deep, with three stories and basement. It is connected by tunnel and also overhead passageway with the latest old home, thus providing two well-connected buildings. The successful competitor in the planning was Lockwood, Greene & Co., of New York, the architects and engineers of the New York (N. Y.) *Tribune* building.

Here are some of the ideas incorporated: The press room is designed to provide a capacity sufficient to take care of circulation up to the time when either the morning (*Republican*) or the evening (*American*) editions has 25,000 circulation and is printing 32 pages one or more days a week, or to a point where the Sunday *Republican* has a circulation of 30,000 or more.

Composing room, stereotyping department, paper storage and mail room space were checked and rechecked to ascertain that they, too, will be adequate all the time and when the press room is turning out the foregoing maximums. Every

piece of machinery and every desk and file that will be required for this maximum has been provided for—actually located in the plans. For instance in the composing room provision was made for fifteen slug casting machines, and two ad-machines.

ANOTHER feature of the composing room floor: Separate rooms were laid out for the storage and handling of foreign ad-orders and ad-cuts, for the job printing department and for a metal foundry. The news, the advertisments and the engravings are assembled and checked or proof-read and meet at the center of the room where the process of making up into pages begins. The make-up department has to provide separate facilities for morning, evening and Sunday editions, work on all three of which is, of course, frequently on hand simultaneously. The room is on straight line production and when the page is complete and ready for stereotyping it is at the east end of the room at the door of an elevator which takes it down to the basement. Provision is also made for making in the room from the page the mat, for the stereotypers. These matrices are dropped into a metal chute and fall by gravity to the basement. Provision is made for a possible future extension of the composing room by extending it across a bridge to the roof of the old mechanical building which is on the same level. By building another story on the old building the area of the composing room could be increased 60 per cent.

THE new press is a Hoe condensed pattern unit octuple web perfecting, with automatic pump for ink distribution, and with a double folder and two half-page deliveries. It consists of four 16-page units. The drive is the Cutler-Hammer full automatic multiple motor control, so arranged that either motor will drive any two or any three of the four units at full speed. Either motor will also drive the entire press of four printing units at three-quarter speed. Both drives operating together will drive the entire press at full speed. If it should be necessary at any time in the future to install one or two more 16-page printing units to take care of future growth, the driving mechanism would not have to be changed. The motors are large enough to drive a 96-page press at full speed. Insurance against breakdowns is the object of installing these over-size motors.

The *Republican-American* prints its own colored comics on a seven-cylinder, 24-page Goss straightline press. It is located in the basement of the old mechanical building. The Hoe octuple is in the basement of

WILLIAM J. PAPE
Publisher
Republican-American

the new building, and each basement has its separate power connections and separate warehouses for newsprint rolls. Consequently the *Republican-American* has two press rooms and two paper storages separated from each other so that if one plant is crippled by fire or flood the other will presumably still be able to operate. The Goss press is ready at any time to print a 24-page emergency edition at 15,000 an hour.

THE new building is heated from the boiler room in the old mechanical building. It is fire-proof and fully sprinkled.

The new press room is in the southeast corner of the new building, and is 20 feet wide, 60 feet long, and 20 feet high. As already indicated the floor of the press room is eight feet above the basement, which is 10 feet high and consequently about four feet below the floor of the mail room, which at this point is exactly shipping platform height. The press room, stereotype and mail rooms are balanced units which have been designed to handle for delivery 25,000 32-page papers an hour rapidly and economically.

Next to the press in the basement is the stereotype department. Here is the 10,000 pound electric furnace for melting stereotype metal. Leland V. Clark of The Connecticut Light & Power Co. was the first to conceive the idea of building a five-ton electric furnace for newspaper use. He saw the possibility, interested the *Republican-American,* got the General Electric company to study the problem and when the General Electric company industrial heating expert, R. F. Newell, declared it feasible and economical the paper gave an order for the equipment to be installed on three months' trial.

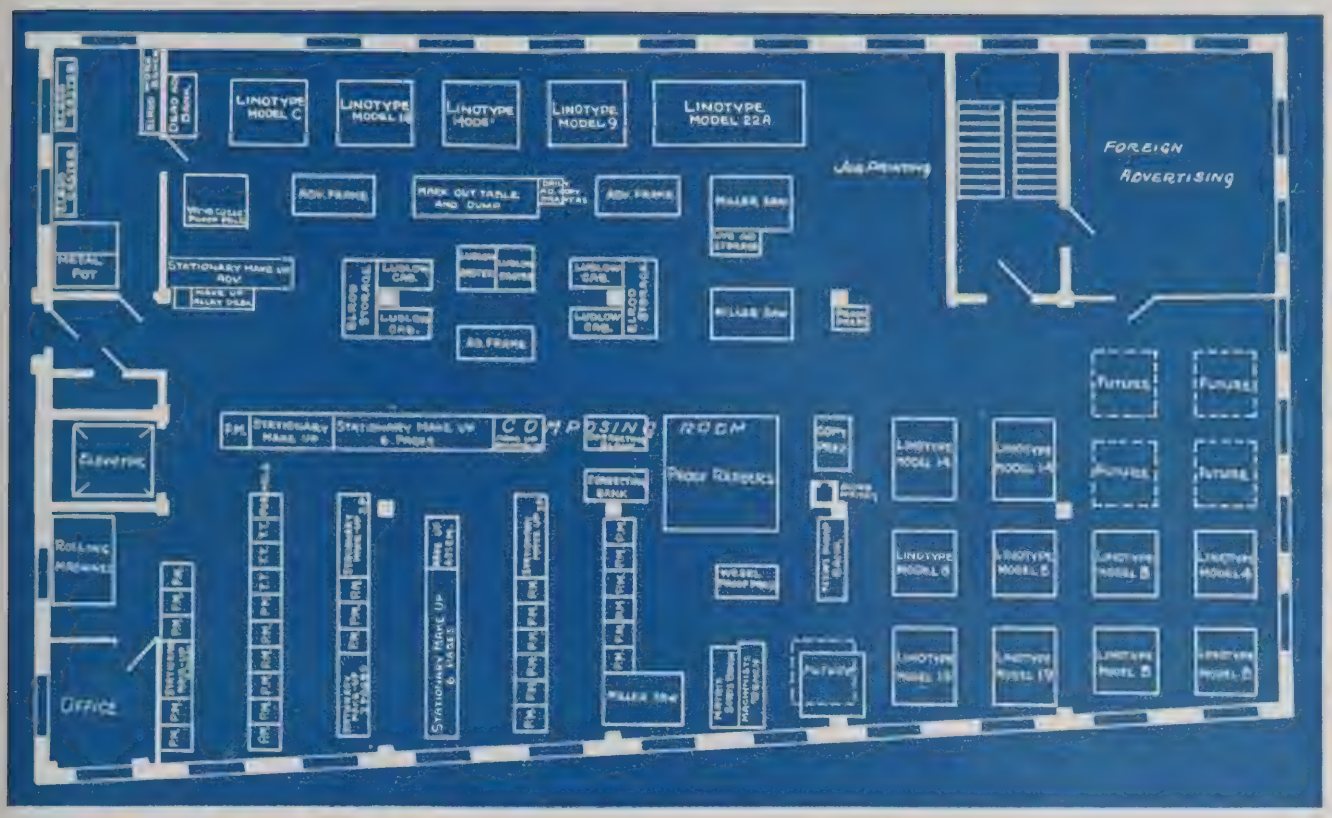
The *Republican-American* did not realize what an innovation was being proposed until the pot had been built and installed. About that time the state association of mechanical engineers was holding a convention in Hartford. One day the engineers took a trip into Litchfield county and to Waterbury. In Litchfield county they were shown over the city's $3,000,000 Shepaug tunnel. In Waterbury they inspected the *Republican-American's* electric furnace.

VISITORS to the building get their first thrill in the beautiful Colonial entrance lobby. On the left hand side of this entrance is the first floor counting room where subscriptions and want ads are taken in over a counter of Italian marble.

This is the same counter that stood for so many years in the business office of the old Waterbury *American* building. It was carefully taken down and removed and the marble wainscoting of the business office furnished material to make it longer.

In the entrance lobby there is a view into the mail room where news dealers' bundles are handled and the newsboys receive their papers. On the right there is a waiting room, next to that a fireproof staircase to the upper stories, be-

J. B. MYERS
Business Manager



COMPOSING ROOM, WATERBURY (Conn.) Daily REPUBLICAN - AMERICAN

—Lockwood, Greene & Co., New York, Engineers—

hind which is a door leading to a spectators' gallery in the press room.

The second floor of both the old and the new building is devoted to offices. The entire editorial department is in the front building. The business department, art department, telephone room and conference room are on the second floor of the old building, both floors being on the same level and connected by an interior bridge so that the effect is of a continuous building 160 feet long and averaging 60 feet wide.

At the head of the staircase on this floor is the publisher's office and director's room, wainscoted in mahogany and containing the very fine mahogany mantel piece which was installed in 1896 in the old Waterbury *American* building. This mantel, woodwork and doors were saved for the new building and brought over as another link with the Waterbury *American* of the past.

The office of the editors of the *American-Republican* come next in order at the front of the building. There was a long debate as to whether it was going to be possible to get Editor C. F. Chapin of the *American* to desert his little cubbyhole in the old Waterbury *American* building which he had occupied for 30 years. The old building was gutted by fire in 1902 but as soon as his office could be cleaned out and got in shape he was back in it and he stayed there while the building was twice enlarged and while the newspapers went through the consolidation which again brought in the carpenters with their hammers. Mr. Chapin had an affectionate regard for his old office and disliked to leave it, but he realized that the old building was needed for remodeling. So to make the process of breaking away easier he took a furlough for two or three days and while he was away his things were moved for him. He is perfectly happy in his new room.

Next to the editorial office comes a large news department. On the east side of the new building and on this floor are a women's rest room, and the telegraph room where two automatic Morkrum typewriting machines and one Morse wire receive the news of the Associated Press and another pair of printing machines takes in the service of the United Press.

THE business quarters on the corresponding floor of the old building have accommodations for bookkeeping department, display advertising department, classified department, offices of business manager and auditor, stenographers, conference room, telephone room and art department.

The *Republican-American* has a large photo-engraving department which turns out several hundred cuts a week for its various editions. This occupies approximately half of the first floor of the old building and is very completely equipped.

The need for good lighting and the fact that the machines throw off fumes, which makes good ventilation necessary, are the reasons for locating the composing room on the top floor of the building. Aiding the natural advantage gained by the composing room being so located, a Cooper-Hewitt mercury lighting system, has been installed. There are 28 of these mercury lights.

To deaden the noise of the machines, a sound proof floor has been constructed. A concrete floor was laid and covered with a three-inch layer of sound absorbing asphalt.

Birth of modern journalism is

"WITH BRAINS, Sir."

FREDERICK PIERCE

INTELLIGENCE may be said to consist of the storing of experiences, the ability to set up these impressions in combination, the ability to make deductions from them, and the ability to make decisions as a result of perceiving a conclusion from the first three processes.

usually dated from the start of the New York *Tribune* established by Horace Greeley in 1841 three years before the first issue of the Waterbury *American.*

ANSWERING some questions which have been asked by publishers since *"NPJ"* published a technical description of the electric metal pot of the *Republican-American,* Publisher Pape writes:

"The average cost of our current is from 2¾ cents to 3¼ cents according to monthly consumption. Of this nearly 1¾ cents is made up of the demand charge. Our demand charge is relatively high whether we use any current or not. Our fixed demand charge is $207.55 a month.

"The recorded consumption of the pot is 8,000 k.w.h. per month. The electric company made a study in our stereotype room of the hours at which our old gas heated pot was using fuel, and found that the gas was turned low about the time the last plates for an edition were being cast. They reasoned that if the metal were melted by electricity the big demand for electrical heat would be at an hour when the press was not running, so that the peak would not be increased. Actual experience has borne this out.

"We are making plates for morning, evening and Sunday editions and in addition casting 20 or 24 plates a day for printing colored comics, and melting all our stereotype metal, for $100 a month. We used to pay $125 for gas at $1 a thousand.

"Good plates are cast at a lower temperature and the electric thermostat is more accurate than the gas thermostat control. The temperature of our metal never exceeds 650 degrees. This makes less evaporation of the valuable elements and less oxidation. This means less dross and gives longer life to our metal.

"We found that gas heated pots, if allowed to cool, were very likely to crack, because the heat being applied to the bottom of the pot from the outside melts the metal in the bottom of the pot first and sets up stresses. The immersion electric heater applies the heat from the surface of the metal down to the bottom of the pot uniformly and melts first the metal in contact with it, so that no strain on the pot is produced.

"The thermostat turns off the heat automatically at 650 degrees. Shortly before the last casts are made on one edition the operator throws out some of the units, leaving three or four units in action to keep the metal from freezing. This is by the advice of the General Electric Co., which shows that there is no economy in current in letting the pot get cold between editions."

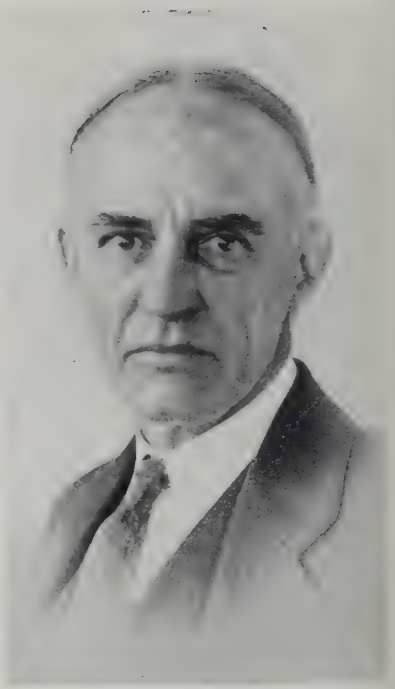
EASIER WORK, MORE ADS IN COMPOSING ROOM

This Superintendent Balanced Up Inflow and Make-Up, and Tells How it was Done

"NPJ" here reproduces an unusually intimate article recently discovered in *"Years of Progress in the Graphic Arts,"* a beautiful booklet published by the Hamilton Manufacturing Co., for the 1926 annual convention of the International Printing House Craftsmen's Clubs. It is by Elmer C. Pratt, mechanical superintendent of the Camden (N. J.) *Evening Courier* and *Morning Post,* one of the real "old-timers" in the production angles of newspaper and job printing. It proves to be a worthwhile addition to the series of production experience articles and items published regularly in *"NPJ".* —J. L .M.

EVER since the newspaper composing room became a "machine shop" those responsible for production have been at their wits end endeavoring to solve its problems. Apparently there were no standard designs of printing-plant equipment to fill the bill, and meet the very radical changes necessary to meet the conditions. As a result every man worked out his own plan, with the result that little permanent relief was actually afforded to a condition that was daily getting farther and farther removed from the advertising frame or dust-proof cabinet stage of printing.

The Ludlow, the Monotype Material Maker, the Elrod Caster, and Multiple Magazine Line-Casting Machines were rushing in on one side, enlarging the production to an extent never before dreamed of, while on the other hand there was no equipment available that would satisfactorily handle the tremendous volume of new material. The inevitable result was a shameful waste of expensive time and perfectly good material, and a consequent increase in page costs that put the man in charge in a cold sweat and made the paymaster speechless. Something had to be done.



ELMER C. PRATT

FIVE years ago, I inherited a plant typical of the small-town daily of that time—foundry type, wet mats, six Linotypes, equipped for news matter only, and all that goes with this sort of a plant. The problem was to make it over into a modern and up-to-the-minute composing room under the pressure of an ever-increasing amount of business, and do it piece by piece as fast as the growing business would warrant; the ultimate goal to be very nearly the equipment we now have in the Camden (N. J.) *Courier-Post* composing room.

The first step was the Ludlow Typograph for display type up to 36-point, followed by an Elrod Caster for strip material. I had hoped to unify on 30-ems as our longest measure and piece slugs for longer lengths, as this was all my frames would accommodate in the slug racks, except the 3, 4, 5, 6, 7 and 8-column measures.

However, the advertising compositor failed to see any advantage in fiddling around with 30-em stuff when he wanted slugs across an 8-column advertisement inside of an 18-point border, and so, quite properly, would help himself to the ever-growing heap of long-length slugs near the caster and cut them to the required size. When break-up time came, or, when he cut too many for the job in hand, he had no place to put them, so into the hell-box they went, to be remelted and recast.

THIS fact proved, to my complete satisfaction that a daily newspaper with strip-casting equipment should have quantities of leads and slugs of

every needed newspaper measurement—in our case, from 4 to 103 ems, as we have a 12½-em column, and pages eight columns wide. Go back two years and see if you can recall any standard composing-room equipment that would hold all these measures. No! It simply wasn't to be had. The only one answer—build it yourself. I did, and so did dozens of others, each working out a plan of his own; some were good, some fair, while some were simply elephants eating up floor space as if it were worth nothing.

My design properly belonged to the last-mentioned class, with one good point only—it really did provide for every needed measure. In other respects it proved a monstrosity, a time killer, and with the footwork required in its operation as its principal recommendation, and it convinced me that although I might know what I wanted (when I saw it) actual details of the design should be left to others. But the fact that it did save thousands of pounds of what formerly would have been wasted material convinced me that I had a real idea.

More line-casting units, and a Monotype Material Maker to provide greater slug and lead-casting facilities, soon swamped my humble design of composing-room equipment, and once more we faced the problem of more storage capacity to take care of an ever and fast-growing display-advertising demand.

RIGHT here I checked up and found that we really needed ample storage capacity for: (a) all full-column measures (12½, 25½, 35½, etc., up to and including 103½ ems); (b) all necessary measures for use on the same column widths where 6 and 12 pt. borders were used, and so on up to eight columns, adding 18-pt. border for sizes above three columns and 24-pt. border on sizes above six columns. Then we needed plenty of 22½-ems space (standard Ludlow measure) and all room we could spare for other measures.

When I was sure of what I needed, I called in N. W. Hazelip, efficiency engineer of the American Type Founders Company, who worked out the present Hamilton Advertising Cabinet that is now being made a standard unit for Ludlow-equipped machine-shop composing rooms, and in my judgment it fills the bill in every respect. I have no hesitancy in saying that it is so nearly perfect that the composing room of the *Evening Courier* and *Morning Post* on five of these frames produced 15,000,000 agate lines of advertising during 1925, and in October of the same year 1,750,000 agate lines, and with an abundance of spacing material always available.

One look at this frame will convince any practical man that here is the piece of composing-room equipment that the newspaper world has been waiting for. Only slightly wider and no longer than the ordinary composing frame it is a model of efficiency.

On the working side ample space on the well-lighted top for two men each to handle a page advertisement; before them, overhead in the center, within easy reach of both, all measures 4 to 8½-ems, while each worker has his own set of leads and slugs from 9 to 18-ems, with generous duplications of all most used measures. Below the working top each has his set of slugs from 18½ to 30-ems; at the end, to his left, are two bins for full-length pieces should additional odd measures be required; to his right are all measures from 94 to 103-ems; and under the central rack are 23 spaces for 30-em borders.

On the back of this rack (which in a two or more advertising-frame shop is directly behind the compositor in the next rack as he stands facing working top) may be found all measures from 31 to 90½-ems below which are placed 12 specially designed extra-deep cases of California Job style with two large bins and two steel letter-boards above; the back of the slug-rack above is divided into handy boxes for the storage of large advertising figures, braces, etc.

Truely a wonderful frame! Fast, sightly, efficient and compact. It contains everything an advertising compositor requires in a Ludlow-equipped shop for the proper and speedy handling of display advertising. Mr. Hazelip is to be congratulated in working out the details of the design and the Hamilton Manufacturing Co., for producing this rapid-fire piece of composing room equipment.

B. ARP LOWRANCE

Field Secretary, North Carolina Press Association

B. ARP LOWRANCE has been appointed field secretary of the North Carolina Press Association. This office was created at the annual meeting this summer. Mr. Lowrance was service editor for the Charlotte office of the Western Newspaper Union for ten years. He is a practical printer and newspaper publisher, having served in every capacity from "devil" to editor and publisher of weekly newspapers. In 1924 he established the Mecklenburg *Times* at Charlotte, which he continues to publish.

SIX years ago the present management acquired control of the *Evening Courier*. From that day to this it has been in the forefront of every movement for the civic, industrial, commercial and social advancement of South Jersey. January, 1926, the *Morning Post* was established. The *Courier* and *Post* do not give a pound of tea with every subscription. They conduct no "beauty contests", nor do their agents offer pearl-handled carving sets as inducements to readers. On the contrary, they have but one thing to sell, and that is the best newspaper they can possibly publish.

THE LAST WORD, In THE IRON AGE

APROPOS of nothing at all, we quote some remarks by Thomas Drier on the subject of "Editors:"

". . . If the editor likes people, his liking will manifest itself in his publication and people will find themselves liking that publication. The editor will attract to himself only those people who are in tune with him. *No small-minded editor will attract and hold big-minded readers.*"

CANADIAN EDITOR SEES ANOTHER DANGER, TOO

JUST why an editor should pass an examination like a doctor or lawyer, is "beyond the comprehension" of P. George Pearce, Simcoe (Ont.) *Reformer*, who thinks the subscribers have and will show their approval or disapproval in the usual manner. He adds that if a lawyer or doctor takes a holiday or gets sick, he simply closes shop. If an editor had to have certain qualifications, who would carry on when he is ill or away? *Newspapers* can't take time off.

WHAT About the BEGINNERS ON EDITORIAL SIDE?

Is it Really Economical, Asks Journalist, to Not Encourage Highest-Grade Reporting?

By ERIC W. ALLEN

THE country editor now rides in his car, the printer draws his scale, the subscriber pays by check and with a certain reasonable (though prompted) promptitude, the advertiser is shown a rate card which says, "This means you," and the typefounder and paper house subtract their 2 per cent.

Have we any such story to tell concerning our *professional* side? The answer is that we have not.

It is quite usual for the owner of a country weekly to serve as both editor and business manager. In that case, which class of problems keeps him awake worrying at night? Business or editorial? Which class takes most of his time and energy and best thought in the daytime? The business, almost without exception.

I AM taking my text from a recent article by Prof. Grant M. Hyde of the course of journalism in the University of Wisconsin: . . . "The business office of the average newspaper is twenty years ahead of its own editorial staff in personnel, organization, and efficiency." [ED. NOTE: See *"NPJ"*, February, 1926.]

Retort might be made as follows: If our present easy-going editorial habits are successfully giving us the kind of papers we are getting, which seem to fill the bill well enough, why worry?

Suppose the advertising department held forth no chance of promotion or increase in pay, and every solicitor was speculating on his chances of getting into agency work? Suppose there were no generals in the army or admirals in the navy and every young officer was planning to set up an insurance office?

I BEG to submit that it might actually pay in dollars and cents in the long run for each newspaper to have its own high-class writing done in its own office, and pay competent men for doing it. It looks like an economy to purchase at a few dollars a month, good reading matter prepared by a high-class writer working for a syndicate, or to take in for nothing a story on economic development or on politics written by the well-paid press agent of a publicity corporation, but it is in the long run a very doubtful saving. It demoralizes the whole staff. It serves notice on all young men in the organization: "Only the lower grades of reporting done here; we get our more difficult and expensive writing done elsewhere."

ERIC W. ALLEN

Dean, University of Oregon School of Journalism

(EUGENE, ORE.)

Are we now going to offer these youngsters a chance? Are we going to keep them on the easy work of writing superficial stories and send them trotting around to collect press-agent handouts, or are we going to set them to work on a real job, a task that will call upon every ounce of brain matter they have, a job with some possible future to it? If we do the latter, the younger element will respond and will rise to the occasion.

(From an address by Dean Allen at the annual institute of publishers of the state of Washington.)

BUSINESS PROGRESS in COMMUNITY FIELD

JOHN H. CASEY
Dept. Rural Journalism
University of Missouri
In KIWANIS MAGAZINE

THE better class of weeklies are run today in a business like fashion. The automobile companies, especially, are leading the way into the country weekly's advertising columns. Other national advertisers will follow. The advertising agencies are beginning to see the light.

With the adoption by country publishers of business methods, together with some organized efforts in going after this business, the country weeklies stand to receive hundreds of thousands of dollars in advertising receipts from outside the communities in which they circulate in the next few years, for *the weeklies already have the quality circulation the national advertisers are looking for. They have the concentrated circulation that national advertisers are demanding more and more. They constitute an advertising medium more valuable, by four or five times, than circulation figures would indicate* with a circulation, based on reader influence and prestige.

THERE ARE OTHERS : : :

DO NEWSPAPERS rightly have to stand all this gaff about fraudulent and illegal advertising? Is it really fair to pick on the publishers? The first thing a faker does is, rent an office—at least desk room. Office equipment houses sell him. He gets up a lot of printed matter. Then he uses the mails, the telegraph and the telephone. Many a one has concentrated on the telephone to get business. Some use some newspapers.

THIS LINE-UP is not intended to imply that advertising agencies and publications need not be on their guard, or that they should seek to evade responsibility to proper measure.

AND, THEN, what interests have really done anything to clean up advertising? The publications and the advertising agencies. THEY have carried the campaign to the public—have the others?

THE Federal Trade Commission is, no doubt, thinking about these angles of responsibility. Perhaps it will be well for the publishers and agencies to analyze the subject more closely; results may be better and quicker.

J. L. M.

DEADLIEST THING IN ADVERTISING IS . . .

Poor Typography and Printing, Famous Merchant-Advertiser Shows Publishers

By EDGAR WHITE

IN HIS most entertaining talk to the publishers of the Northeast Missouri Press Association at Monroe City, H. D. Skinner, a merchant at Braymer, Mo., answered big questions as to getting results from advertising. He has been "in the game" twenty years, and has steadily increased his advertising account up to $700 annually in a town of 1,000, and expects before long to make it $1,000 a year.

The hundred members of the association voted a prize bull pup to Mr. Skinner for having made the most practical address of an occasion where many good speakers were on a rather extensive program.

MR. SKINNER'S main idea is that to sell goods you must talk through the paper pretty much as you would talk with people in the store, and to do this he buys a *Skinner News Column* on the first page of the Braymer *Bee*.

No one but a good judge of human nature can fill such a column satisfactorily.

Mr. Skinner explained his news column: "Most people like to see their names in print if you spell them right, and don't mix up the initials.

"George Nelson purchases a Good Enough Sulky Plow at our store. In as friendly a way as possible we tell the world that Mr. Nelson has been the enterprising man who was the first to make such a deal with us, and that he will get along much better with his fall plowing. Being less tired in using the new implement, he will do up the evening chores with greater pleasure, and life will be easier for him. Result, Mr. Nelson's neighbors come 'round to see us about those plows, and enjoy the same surcease from hard labor that made Mr. Nelson an enviable man.

"Mrs. Martha Williams, following the suggestion of our advertising, invests in a *Maytag* Washer, and when the women read in our news column that one of their sex has been relieved from the horror of 'Blue Monday,' which has become for her one of the most pleasant days of the week, many come in to see if the *Maytag* Washer won't make life for them a regular holiday.

"When young Tom Jesse bought of us a New Ball Bearing *Primrose* Cream Separator, he was a proud man, of course, and it didn't hurt his feelings a bit when we advertised the fact that he was milking a fine herd of Jersey Cows, and their product tested at the top.

H. D. SKINNER

Famous Advertising Merchant of Braymer, Mo., Addressing the N. E. Missouri Association

"To keep up the interest in this sort of a column you must be original in your way of expression. Monotony of style will kill the plan in a week. You must know the people, their home life, their ambitions and peculiarities in order to say the things that will please. Then it helps out amazingly to put in some social events of the neighborhood where you are seeking trade. If you can ring in a funny story or two it won't hurt a bit. I've heard people say they read our column the first thing in the paper. When you can interest people you've gone far toward selling them."

MR. SKINNER said, aside from his news column, he used three or four display ads in each issue of the home town paper, each ad announcing a separate article. He believed in white space around the type was as valuable as any other part of the ad; it made the words stand out and gave the ad a distinctive appearance.

"The most fatal thing to the influence of advertising and the paper as well, is careless typography and poor printing," said Mr. Skinner. *"It is impossible to make people believe a good article is ever associated with incorrect display and slouchy press work.*

"The cumulative power of continuous advertising is strong. Not more than a week ago a friend told me of a visit with the advertising manager of the Wanamaker Stores and during the visit he asked the manager concerning the cumulative value of their advertisements. The manager said he considered it one-third at least, meaning that if a certain advertisement brought immediate sales of $1,500 the cumulative effect would carry with it at least $500 more business later on.

"That is why I stay with my local paper through thick and thin, in good times and in bad. In our own business during the boom period of the war times and immediately thereafter, we found an instant response to our advertisements and when the crash came we kept up our advertising just the same, using the same amount of space, and I verily believe it was our only salvation.

"Advertising made us money during good times, and it has saved us money during bad times by helping us to find business we would never have uncovered had it not been for the continued advertising and the cumulative effect of the advertising of years before."

STORE KEEPER is VOTED a BULL PUP by PUBLISHERS FOR the ADVICE In this Article . . .

A WORD TO the TIRED AND DISCOURAGED

From LUTHER BURBANK

I WILL bet a straw hat to a felt one that if you are tired of your job and discouraged with life and down in the mouth about the way you are treated, you have got a little mixed about your importance to the scheme of things; but I will bet an entire new suit of clothes to a poor necktie that if you are happy, capable, liked and trusted, you are giving the world, or your family, or your employers, or your employes, a little more than is expected, or than you are paid for.—

SATURDAY EVENING POST

SHOP-BOUND PUBLISHERS MISS RICHEST CREAM

Secretary of Kansas Press Association Proves the Case in a Speech to His Membership

By O. W. Little

Editor of Alma Enterprise, State Field Manager, and Member of National A. P. F. M.

DON'T wait for circulation to come in and hunt you up. Deserve circulation, then go out after it. This holds for rural as well as city newspapers.

The metropolitan daily, thoroughly understands the circulation problem when it sends its agents to rural towns all through the year. They travel the routes of the rural carriers and call at every home, not once a year, but several times a year. Appealing letters are sent out to every reader before his time expires, and when they are not effective enough to get the renewal, the agent follows up, with the result that they often secure a large R. F. D. circulation.

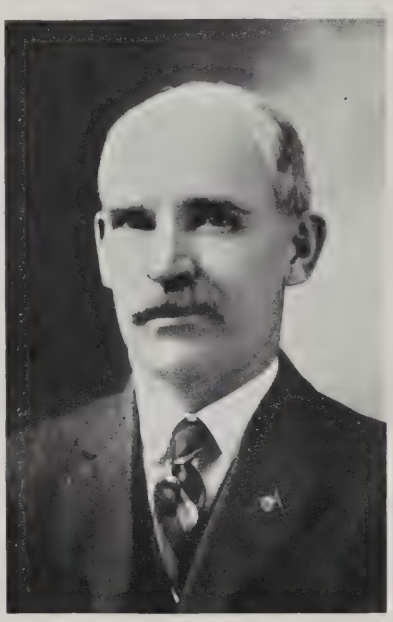
If the country weekly does not have a rural circulation, then it is not rightly named. *The completeness with which it covers its field determines its usefulness and also its profits.* The place to get the rural readers is out where they live, and not behind a job press in your shop. And *the best man to get them is the boss himself.*

The country publisher can well afford to follow the example of the daily. He has an advantage over the big city daily because he knows personally nearly all of his prospects. If he does not know them he should get acquainted. Here lie his two great opportunities: to increase his list and to make his paper so valuable they cannot keep house without it.

A DAY of two each week spent on the rural routes furnish material for at least one or two columns of most interesting news. There is scarcely a farm home that will not yield a good news item. There is a wealth of other material.

These visits to the country will not only bring friends and subscribers, but will yield cash returns as well. Many farmers will use limited quantities of stationery if solicited, and can also be induced to do some advertising. Good community reporters can be secured, while the editor is out on these trips, who will be glad of the chance to furnish local news for the paper.

The "dollar day" plan for enlarging the subscription list is to be discouraged. Unlike other business concerns in town, the newspaper has no shelfworn stock that it must dispose of in a head. An exception to this might be that the publisher has a stock of stationery, birthday cards, or some other novelty that can be sold for a dollar. The subscription list is nothing to be played with. It is too valuable.



O. W. LITTLE

A merit is the big subscription builder. Readers will continue to increase in the same ratio in which you put your heart and brain and soul into your paper and into service for your community.

SELL the "THING" that PRINTING CAN DO

By HENRY M. ELLIS
Executive Director, Milwaukee (Wis.) Typothetae

WHAT is the "thing" that the customers and possible customers of the printing industry want the most? Is it printing? *No!* Printing — just mere printing, is only a means to an end. The ultimate purpose of all business undertakings is to produce profits. Any agency that will help create that anticipated end, once its power is proven, is sure to be sought after and used by the directing personnel of business. Therefore, the "thing" that your customers want most is one of two elements—and perhaps both: Printing that will serve as a force to create sales, thereby developing opportunities for *PROFITS;* or, printing that will assure more positive efficiency in the conduct and operation of business, thereby protecting *PROFITS by reducing costs.* Thus, you will note that the physical element called printing is not the "thing" the customer wants or buys. The Master Printer and his salesmen should be governed accordingly. Find a human want; fill, or help fill that want. If the logical prospect does not clearly see the need of the "want", point the way, stop talking processes and *start selling the "thing" that printing can do.* Sales will then mount and profits will go upward—for both seller and buyer. Then, but not before, will unfair competition be *passe.*

PICKUPS : : : : : :

ANYBODY can fire; the *real* executive knows how to *keep* good help.

THE MAN WHO meets the everyday problems of life sincerely, is becoming a master.—*A. Hensley.*

THE BRASS TACKS of trade association work come from mass effort as distinguished from the "go-it-alone" idea—U. T. A. *Bulletin.*

GREETING Card Association reports $60,000,000 worth of greeting cards sold last year for Christmas. Will you get your share this year?

WHAT about the trade association worker? He is just as much a scientist and discoverer as the fellow who digs for mummies in the Sahara.—*U. T. A. Bulletin.*

ONE MAN becomes a printer, another a printing salesman. The first is likely to be the kind who likes work he can do alone. The other is more interested in other persons than in himself.—*Ex.*

TOLERANCE is conceded to be a step forward in civilization, but we may well face the fact that this high virtue may easily degenerate into passivity, unless accompanied by a high sense of justice.—*Ex.*

DOING nothing for others is the undoing of one's self—*Horace Mann.*

: : The wealth of a man is the number of things he loves and blesses, which he is loved and blessed by.—*Carlyle.*

MOVIE ACTRESS (to her husband): "We haven't been in the newspapers for weeks, Conrad dear. Don't you think we'd better be getting a divorce?"—*Pennsylvania Punch Bowl.*

LITTLE PLANS TO HELP A WEEKLY

Oregon Editor-Manager Dips in Stunts Which Have Proved Good and Bad

By SHELDON F. SACKETT

I FIND my newspaper is like ancient Gaul, in that it easily divides itself into three parts. These are circulation, advertising and editorial, the latter including actual editorial writing as well as gathering of news.

Circulation may logically come first because without it advertising is scarcely obtainable and news is given to only a small group of readers.

We found recently that a fairly large percentage of our list was delinquent, from three years to three weeks.

A Few Good Pointers on Keeping and Gaining Readers

WE sent the delinquents a series of three slips and obtained from 60 to 70% return, either with cancellation, or a paid-in-advance check. At any rate, we cleaned up the list. We then anounced a paid-in-advance basis to which we have strictly adhered.

Two weeks before the subscriber's time is up, the paper is blue penciled. The next step is a bill which we send with a notification of the paid-in-advance basis. In two weeks the paper is dropped. A personal letter is sent from the *editor* asking the subscriber to renew, and it encloses a check and an envelope. This is followed a fortnight later by a second letter. Oftimes in town, some kind of a personal mention of the delinquent subscriber is made or the telephone is utilized. We have made it our policy to be aggressive for subscriptions, but we are insisting that the paper has a value which must be paid for and this value is not apparent when any person can receive the paper indefinitely without payment.

Our list has slumped some thus far, but I do think we are recruiting enough new subscriptions to make up our loss and that eventually the paper will occupy a better standing and the subscribers will expect and be willing to pay the subscription price of $2 a pear.

It would be better, we feel, to make the rate 50 cents a year and collect it, than to make a higher rate and collect it from only a small number.

We have had a subscription solicitor working on a commission basis on our staff since January and for one week during the summer. He has offered no premium but has made sufficient commission to justify his work. We have compiled a list of non-subscribers in the county and each week we send from 100 to 150 sample copies alternating the names we send. This we find, is bread cast on the water and returns slowly, but we do get some direct results. When followed by direct solicitation, it is very helpful; for, people are acquainted with our paper.

SHELDON F. SACKETT
Editor, McMinnville (Ore.) Telephone-Register

At Christmas season we purchased a quantity of stationery at a bargain and offered a box to each subscriber old or new who paid for a year in advance. This proved to be a good inducement.

One means of augmenting the circulation list is to note non-subscribers whose names appear in the paper. They are sent a sample copy with the article marked and a personal letter asking their subscription.

We have not yet succumbed to any circulation contest, feling that such a method is too much an exploitation plan which sells the paper on friendship, not merit, and which incurs a list *too* paid-in advance for the publisher. We may be wrong.

Selling Advertising by Being Of Real Service to Merchant

IN discussing advertising, an experience with a local banker comes to my mind. Recently he advanced his ideas to me that advertising was an economic waste, adding to the cost of merchandising and draining good money into the pockets of newspaper owners. In many instances we are confronted with the problem of "selling the advertising idea to the merchant." I do not believe this can be done overnight.

We do not try to "high-power" the merchant. He might double his volume at once if pressed; but, again, he might grow weary in well-doing and cease firing. What we try to give the advertiser is a consistent, helpful service. We want him to take advertising because he wants it. Then he is sold to the idea.

Twice this year we have issued bulletins, outlining the advertising possibilities of the community, the trading territory adjacent forming the basis for our argument. We have followed this by personal interviews. More and more we are securing local merchants with yearly contracts on a minimum lineage basis.

I often try to "follow up" on an advertisement; if a merchant advertises a special, ask him what results he got. If it went over fine, did the ad help? If not, was the ad to blame? If so, how can we remedy this situation?

Each week after the paper is issued, we clip the ads, supplying each merchant with several copies of his ad for the week. These copies are used for window display, for a selling guide or for store use. We find this service helpful in tying up the advertisement and the merchant. He feels that his ad is definitely connected with his selling campaign. He uses the ad in the windows. He quotes prices from it. He is educating both the public and himself in the use of advertising.

A few weeks ago an ad for a mortgage issue was brought into my office. Written on a typewriter with no attempt at layout, the copy was poorly prepared for the printers' and they made a mediocre job

of display. The next week we worked it over, revamped the style and the layout, and showed the advertiser the copy. He was delighted.

Foreign and Special Ads Sold by Constant Activity

OUR foreign advertising, which in the main has consisted of automobile lines, has come without solicitation. I have gone after public utility services and other branches but without success. We do obtain co-operation from the local dealers and have urged auto men to ask for their share in the company's expenditures for advertising. Our rate is higher for foreign advertising due to the long time collection, the difficulty in dealing outside of town and to the discounts which must be allowed.

The greater volume of foreign advertising which lately has been forthcoming must be very pleasing to publishers and indicates a trend which will increase the function of the weekly newspaper.

We have had success with several special advertising features. One was a fall issue wherein we guaranteed circulation to all rural boxholders in the county. We almost doubled our lineage that week with an addition of 10 cents an inch.

A new building afforded opportunity for a co-operative ad—I think this is always practical if the publisher will get up the ad and sell it. In a "buy at home" movement, we sold twelve full pages which ran once a month with various home merchants co-operating in the expense. We tied this campaign of newspaper advertising for home loyalty with free reprints which we posted in the business houses about town.

There are certainly many advertising ideas which are free to every publisher. Trade journals bring them, they may be obtained from contemporary papers. Certainly a mat service is indispensable if effective work be done.

Back of it all, it seems to me, the merchant must feel that advertising is a business necessity, that the paper is the proper medium; that the newspaper is willing and ready to help the merchant.

Organization on Editorial Side; A Few Handy Plans

FROM advertising, the chameleon-like country editor must turn to the news and editorial side of his paper. First, I want to speak of editorials. We do not wish to only be editors in title. But time hastens; there is the job to be turned out; the special ad to be solicited; the drop-in visitor. Thursday comes and we content ourselves with scissors and paste-pot, or else leave the masthead to a syndicated feature.

BY MARK TWAIN

WHAT a wee part of a life are in one's acts and words. Real life is lived in the head. Acts and words are a thin crust; the mass is hidden—it and its volcanic fires that toss and boil, and never rest.

I do not believe our readers expect us to be Arthur Brisbanes or Harvey Scotts. But straight-forward editorial opinion, be it ever so humble, is read just as much as the local column.

Personally I have tried to set aside a specific hour for editorial writing; a Saturday afternoon when I can get away from the office; one evening in the week.

Personally, I like the editorial set apart by type which distinguishes it from news.

On the reportorial end of the newspaper there are several practices which I follow. Like the reporter on the daily paper, I make a book each week, compiled from follow-up stories, data on advance events or stories which "break" during the week.

I try to follow a regular beat during the week. If one sees enough people, there is news to be found.

Most weekly papers over-emphasize stories of past events and fail to grasp the opportunity for advance stories. Even in personal items this practice can be nicely done by telling of Mr. and Mrs. Smoth's projected trip to the coast; although, of course, it is a bit embarrassing when such an item is printed, the car breaks and the people do not make the trip.

I have a list of people whom I try to phone each week for news tips. They like it although they may express displeasure.

Correspondents Recognized; It Pays the Paper Well

THERE are many fields for special articles in the small town. I have noticed a fine series of personal biographies running in a Tillamook paper. The industries of a town, if only a flour mill and a garage, may afford a start for a series. My worthy competitor recently made a story on the automobile business and how many men were assisted by it in the community—it made a mighty good feature.

We are trying to make our paper an all-county publication by stressing the general news of the county as it occurs at the courthouse. We have sixteen communities represented by correspondents. I try to keep in contact with these people by inviting them to the office when they are in town and personally showing them through the plant.

The correspondent's copy is edited. Each story is headed. While this is somewhat of a task, it makes the page brighter, newsier, and makes each community feel that it has obtained recognition. I also believe it ties the correspondence in the paper with the general news of the community. Nine out of ten times the average reader would pass by a title, "Jonesville Items," but the heading "Man Killed in Fall at Jonesville" attracts attention.

REAL PHYSICIANS USING A LOT OF SPACE NOW!

Indiana Newspaper Ad-Manager Explains Plan in A. N. A. E. Trophy Contest Story

By E. J. TREFFINGER
Richmond (Ind.) Daily Item

WILL recognized physicians advertise? The use of more than 2,000,000 lines of paid newspaper space in less than one year by men in a profession whose ethics have discouraged and even prohibited the use of paid advertising, is a definite answer to the question.

More than 6,000 physicians in 144 towns or cities in 34 different states have subscribed varying amounts toward paying for a series of advertisements or rather "Educational Publicity Articles" as they were called.

One significance of the figures is in the fact that the copy created an entirely new source of revenue for newspapers.

THE copy was partly the result of an accidental "hunch" and partly because of a firm belief that physicians should use paid space and that they would do so if the right approach could be found.

Talks with a number of physicians in Richmond and other cities seemed to indicate two points of common interest. One was the slowness with which the public responded to statements. The other was the practitioner who was considered strictly commercial in his or her interest in human ailments.

The result of my inquiries and investigation was a series of twenty-six pieces of copy. Each measured fourteen inches on four columns. The series totaled 1,456 inches or 20,384 lines and because it seemed unwise to even refer to them as advertisements they were called "A Series of Publicity Articles to be Published in the Interest of Physicians."

The younger physicians were found to be most interested. The unofficial endorsement of the officers of the medical board was secured and it was then an easy matter to secure the co-operation of more than 80 per cent of all of the physicians in our county. To show the genuine interest shown it may be added that nearly all of them paid $25 cash when they subscribed.

SOON after the copy started in The *Item*, I began to receive inquiries from other publishers and advertising men who desired details and many wanted to purchase exclusive rights for their papers. About this time, I submitted copy of a part of the series to the secretary of the American Medical Society and greatly to my surprise, received a letter expressing his approval of the idea.

First, the series makes possible 20,384 lines of top rate copy from a previously non-productive source. Second, experience has proven that over half of the revenue is secured in advance. Third, the copy produces results that please and leaves a general feeling of satisfaction.

I feel that the series has been of some value to newspapers because nearly one hundred and fifty papers in thirty-four states will realize more than three million lines of brand new business. Nearly two million lines have already been published and as stated previously, it is new business.

This copy is distinctly display style and can in no manner be confused as reader or news matter.

THE REAL DANGER Threatening (in any industry or profession!) is the desire to get something for nothing, of not toting fair. The individual business man knows in his heart whether he is giving value received, and whether the goods he sells are honestly advertised and of quality equivalent to the price. He is either honest or dishonest about it, and that is the only code of ethics which anyone needs.—
Editorial in Saturday Evening Post.

Three MUSTS in SELLING of NEWSPAPER'S AD-SPACE

Not One of Them Can be Neglected, Says Practical Man; Cites Methods of Others

By DONALD O. ROSS

EDITORIALS, live local news columns, good makeup—these and every other factor that go to make a worthwhile newspaper attract my attention. Like thousands of other followers of Benjamin Franklin, I have read column after column of helpful articles in the NATIONAL PRINTER-JOURNALIST and other publications dealing with the news, mechanical and other departments. The advertising departments would profit by more attention than they are getting. When the advertising department falls down on the job, it may spell ruin to every other department.

STARTING RIGHT: A LIST

IN starting out on the street to pound the pavements for advertising copy, the first thing to do is to make a list of the advertisers to be called upon. This list should be carried in the pocket and each name checked off as interviewed. Few realize the importance of this. Memory is not reliable and unless a list is followed, big copy may be passed by. When one neglects to call on a prospect or regular advertiser once, it is so easy to neglect him the next time.

D. L. Buckles, Oconto, (Wis.) *Reporter*, is one of the best producers I know in the advertising field. Many mornings, I have watched him scribble off a list of prospects before going on the street. He sticks to his list religiously and sees everyone. I think part of his success is due to the fact that he sees every advertiser by laying out his work in advance.

WHAT'S BEST APPROACH?

"HOW'S everything this morning, Mr. Atchison? Going to have an ad in the Democrat?" Honestly, now; isn't that about the usual form of many advertising solicitors? I have tried about every way I know to get the ad copy and have settled on this form:

"Is your ad copy ready?"

There is a psychological effect in such a question. If the advertiser answers, "yes", all well and good. But, *if he answers in the negative, he's got some explainig to do* as to why he isn't advertising. The solicitor approaches feeling that he will get an ad and passes on this feeling to the merchant.

R. E. Shannon of the Washington (Ia.) *Journal* is a very successful newspaper advertising salesman. I have noticed time and again that he spends not over two minutes at most with an advertiser when he calls. I believe the average merchant resents the regular appearance of an advertising salesman who takes up his time unless he has something important to say.

SYSTEM IN CALLING

H. E. KIESTER, manager of the Advertising Corporation, was a successful salesman of advertising. He has something of interest to contribute to the subject of using checking lists in soliciting: "I once worked under a very efficient advertising manager on a Sioux City daily. Each day, we had our list of regular accounts to see. We saw these advertisers in the morning. In the afternoon, we called on five prospects who were not advertising with us; or, at least, they were not regulars. In the late afternoon, we had a meeting of all solicitors and the advertising manager. We reported on our success. We exchanged prospects with one another, but each afternoon, we were charged with seeing five non-advertisers. In this way, the newspaper was building an ever-increasing number of both regular advertisers and spasmodic plungers."

If every solicitor would make regular calls on non-advertisers as well as advertisers, a lot of newspapers would have to go over to the corner bank and arrange to get the money to install more equipment.

WATCH HIS SHOW WINDOW

DID you every study department store advertising? I have. And I've noticed that they run an ad in the newspaper about an article, *and also* display it in their windows.

One day, I called on a druggist who was trimming his windows. I asked about his ad for our paper. "Don't think I have anything to advertise this week," he said. I asked what he was going to put in the

window and he pointed to a stock of cameras. Still, he felt that he didn't have anything to *advertise.*

By watching window displays, a live solicitor can make suggestions which will often make a sale of space.

SHOWS REAL LAYOUT

O. H. SEIFERT has had splendid success in selling newspaper advertising through a plan which is not original although it is effective. Before calling on a merchant, Mr. Seifert writes copy for an ad and makes a layout. Then he shows this to the merchant and suggests that it be run in his paper. The merchant seldom refuses to use space although he may change the copy a little or perhaps furnish new copy.

Exchanges furnish unlimited ideas for use in preparing suggested ads for merchants. Quite often, Mr. Seifert watches display windows and prepares ads concerning the products displayed.

ED. NOTE: Mr. Ross' methods seem to contain a number of ideas that should be useful in selling job work, too.)

"DRILL" or "VOCABULARY" BEST CASE TEACHER?

How Instructors Start Printers-to-be in Rudiments and the Very First Essentials

WHEN you start out a boy or girl, a printer-to-be, at learning the case, what method do you use? The *Printing Instructor* recently published the following from the U. T. A. Guide to Instructors:

"The various schemes of teaching the type-case fall into one of two methods. The first is the *drill method,* which requires the student to memorize the location of all characters in the case before he is permitted to set type in the composing-stick. Various devices are used, including the use of printed charts showing the lay of the case, requiring the student to draw the plan of the case and marking in the characters belonging in various boxes, standing one or more types from each box face upward to aid in identification, using slips of cards with the characters printed on them which are to be distributed into the proper boxes, drilling on the location of various characters by rows, both horizontally and vertically, until the memorization is perfected, etc.

"The practise of some old-time shop foremen in requiring the apprentice to set out each box until the entire pair of cases is cleaned up may be justified for its disciplinary value, also because it starts the apprentice out with a clean case; from the standpoint of learning economy, however, it is by no means the best method of teaching the apprentice the lay of the case.

THE second method, called, for want of a better term, the *vocabulary method,* permits the student to use the composing-stick at once, first setting a row of types from the "e" box, then distributing them, emphasizing at the same time the proper finger motions both in picking up type and in distributing it back into the case. After repeating this exercise several times with the one letter "e," he is given an exercise involving the characters "h," "e," and 3-em space, repeated to fill the line, thus introducing new learning factors and requiring a desirable repetition of the previously practised skills of picking up and distributing types. Each new exercise may introduce a new character, as "the," "then," "them," "hat," etc., until all letters and characters of both lower case and capital case have thus been used.

"This method has much to recommend it from the pedagogical standpoint, and finds favor especially with instructors who study teaching principles. Among the advantages claimed for it are the following:

"1. It satisfies at the outset the student's instincts of manipulation and activity, thus securing his interest as the drill method can not do.

"2. His attention is concentrated upon the proper finger and hand motions without being distracted through having to recall from imperfect memory or by reference to a chart the locations of too great a variety of characters in composing or distributing.

"3. He is learning only one or two facts at a time, in conformity with sound teaching principles.

"4. He is incidentally learning the case, but in such gradual stages that he is not aware of it. Thus he is saved from the tediousness of the drill method.

"5. Instructors who have made careful trial of both methods claim that by the vocabulary method the student actually acquires a mastery of the lay of the case as well as proficiency in setting and distributing type in much less time than by the drill method."

Wyoming Press Chief in the Legislature : :

ROSS H. ALCORN
Rawlins (Wyo.) Republican

NINETEEN-TWO found the president of the Wyoming Press Association an apprentice in the plant he now heads. While attending Kansas Weslyan University he worked as a printer on the Salina *Journal.* Returning to Rawlins in 1909, he became foreman in the plant he purchased after a year. Mr. Alcorn is a member of the Wyoming legislature and has served as chairman of the association's legislative committee two years.

BUTTON, BUTTON, WHO HAS GOT the BUTTON?

PHOTOPLAY MAGAZINE

WHY is it that the sensational section of the daily press digs up, from an obscure weekly, an eye-opening "expose" of college girls' morals and then so vigorously defends those same co-eds editorially?

If the newspapers had simply ignored this article the chances are that hardly anyone would ever have heard of it. Anyway, the charges are too sweeping to be true, but why print them in the first place? Well, first comes the shekels from purveying sensational dirt. Then the crown of laurel on the editorial brow for defending American pure womanhood.

Hypocrisy? That's one sin, at least, that motion pictures have never been accused of.

IN A certain sense, the more we know the less we dare. "Poets rush in where scholars fear to tread."—*Ex.*

ROUND-TOWN SKETCHINGS PUT SPOTLIGHT on ADS

Alberta Community Newspaper Publisher Finds Plan Helps to Hold and Stimulate Interests

By JOHN MACKENZIE

YOU ask me to contribute something on meeting this problem involved in developing reader interest in display advertising. My experience teaches that, first of all, the reading matter in the paper must be interesting. The editor who "fills" his paper is not playing fair with his advertisers, and certainly not with his readers. Ads must be changed constantly to retain interest.

Advertisers should be given a fair deal as regards position, whether they ask for special position or not. We sometimes have an inclination to give the outside agency advertiser the best position simply because he asks for it, and sacrifice the local man to the convenience of make-up because he takes what you give him.

ASK your readers to read the ads. A few odd lines don't do you any harm with the reader, and they help the advertiser. The Canadian Weekly Newspapers Association has circulated some useful display advertising copy among its members recommending the reader to study the ads.

The use of illustrations in advertising is a great factor in creating reader interest. I have been employing the Bonnet-Brown service for the past two years, and it makes better (and bigger) advertisements and a more readable paper.

Every two or three months I take a saunter round the stores of a Saturday evening, get a line on what the stores are doing, and give them a write-up in next issue, under the head of "Around the Town" or "What's Doing in the Stores." These are not straight puffs. They contain some news, and a few jokes on the storekeepers. Every man in the retail business has a personality. If you play that up to advantage it makes good reading matter, and pleases your merchant.

Good country correspondence is of great value to the advertisers. The merchant who is worth his salt should get his share of the town business anyway, but the trade from ten to thirty miles away will not come unless he goes after it.

EVERY publisher's ideal is to have every inch of his paper read by every reader. The closer you approach to it, by keeping your news and advertising fresh and readable, the more reader, advertiser, and yourself will benefit.

Of course, you can't change business ads, etc., every week. These serve the same purpose as the shingle outside the lawyer's or the doctor's door, but the retailer's ad should be changed as often as his shop window.

JOHN MACKENZIE
Strathmore (Alberta) Standard

Alberta newspapers are still in the pioneer stage. The Province has a population of between 600,000 and 700,000, and an area more than twice that of the British Isles. Six dailies and about eighty weeklies serve this field. The average farm is about a mile square, so both newspapers and stores have to cover a large area in order to get circulation and business. But it's an interesting life, and the potentialities are immense.

* * *

WE'LL BET YOU, Too PUMPED the ORGAN

THE organ pumper was a figure in his time, a calling worthy of much more flattering recognition than the chroniclers of the years have given it : : : George B. Dolliver, now a wealthy publisher, (the *Moon Journal*) who was pumping the organ in the Baptist church at Battle Creek, Michigan, along with the minister's son. The services had begun one Sunday, and the congregation had risen with the uplifted hands of the minister to join with the choir in singing Blest be the Tie That Binds.

Suddenly, from the region of the loft, above the reverential voices, came the sound of a crash of splintering wood followed by a heavy thud. Simultaneously, almost, the organ wheezed, grunted and expired.

The minister, sensing the cause, leaped the railing of the choir section back of the pulpit in a most unministerial manner and disappeared through the curtain of the pumper's sanctuary. In a moment he emerged, in explanation, holding the red-faced, kicking, panting, disheveled Dolliver boy by the scruff of the neck. Thrusting him ahead, he propelled him down the aisle of the church, to the suppressed delight of the parishioners, and pushed him forcibly through the front door.

Dolliver, it developed, was the head pumper. The minister's son was his assistant. But Dolliver's parents were Methodists. The Methodists had no organ, so Dolliver pumped at the Baptist church, where he obtained twenty-five cents a Sunday. The minister's son was tendered only ten cents as helper and he resented the arrangement. He frequently voiced his disapproval of the policy, and on this Sunday his pestering forced Dolliver's patience through the breaking point, and Dolliver, unmindful of consequences, smashed him on the jaw. A chair was crashed and the melee was well under way when the minister intervened.

Dolliver's commission was canceled, leaving the minister's son in undisputed power. But, undaunted, Dolliver took another pumping job at the Episcopal church, which he held until made a member of the choir, and with this impetus forged up to his success.

—*Saturday Evening Post.*

A HISTORY of JOURNALISM ?

THE influence of any newspaper is after all confined to the city in which it is published : : *The greatest strength of any publisher lies in his influence on other men in the business* : : The new ideas which during and after the Spanish war were developed by Hearst, Brisbane and Pulitzer spread like smallpox—or like yellow fever—across the land. Today : : the newspaperman looks elsewhere for his most dangerous competition as well as for the new tricks of the trade : : Mainly he looks to the tabloid picture papers : : —*The New Republic.*

National *Send An Idea*

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

NEWSPAPERMEN NOW EDIT WHAT THEY WEAR : : : : HOW DO THEY PAY FOR IT?

Two Startling Points Appeal to Columnist of New York "Daily News Record" as to P-J's Classy Attire

By EDWARD M. RUTTENBER

(Courtesy of the Fairchild Apparel and Merchandising Publications)

TIME was, and not so long ago, when newspaper men were shabbily dressed and unkempt. But "styles are different now," even in the dress of the newspaper men. And that is as it should be.

It is generally conceded that the neatly attired men receive more consideration in church and counting room, in banks and in brokers' offices, in pulpits and parlors. And such is true of members of the press whose sartorial appearance is what it should be.

The properly dressed newspaper man is better equipped to increase circulation, advance advertising, excel in editorial, even improve printing or any other department of newspaper work, if he is neat and tidy and faultlessly attired. One reason is that he thus feels better himself and causes others with whom he comes in contact to improve their personal appearance and thereby help to improve their workmanship.—*Fourth Estate.*

THE announcement that newspaper men have changed their make-up is important, if true. If one can rely on the information that they are now editing their clothes and copy-reading their cravats, anything might happen in the name of sartorial reform. If it is possible to dress up a newspaper man it is possible to sort a handful of "pi" with both eyes closed.

But then, a great many things have happened since newspaper men knew all the family entrances in town and were towed home every now and then by friendly policemen.

Some newspaper men now wear tabloid pants and play golf, according to report. A few even attend banquets wearing dinner clothes. The fall of the newspaper man can be ascribed to a great extent to the golf influence. He discovered when the golf craze first swept over the country that it is comparatively easy to get a "butter and egg man" out on the green and borrow his money. Nobody can hear his screams when he hands it over.

A FEW years ago there were plenty of old-time newspaper men around the shops, full of dignity and grease spots. They have written their last "30" on a final paragraph, however, and passed on to that Valhalla where there are no uninteresting follow-ups and certainly no city editors to throw stories back to them for complete rewrites. They belong to another generation.

In the old days it was almost as easy to change the "dress" of a newspaper as it was to change the dress of newspaper men.

They were like a country printing office that had one font of type. They were dressed for all occasions all the time. When a country newspaper went to press there wasn't a diphthong in the office that wasn't working. When a newspaper man went to work there wasn't an article of apparel in his house that wasn't working.

The new type of newspaper man often comes out of college and annoys the city editors until he finally gets around to the job of selling bonds or real estate, where he lands as soon as he learns that there is no special demand for a great American novel or a great American drama.

With a jackknife, and a few whittlings an oldtime country printer could make any kind of a "form" hold together. Newspapers went to press full of makeshifts. They were like a newspaper man's clothes—plugged here or patched there to keep them together.

THE printers gradually have been drifting into the nonpareil class for some time back, but the writers have been holding out. Printers are now known as "typographical architects." They own motorcars and put on exhibition dances. The old-time printer bathed in the same sink with the type. The modern printer wears roller composition on his hair and his apparel looks like an intricate color job.

It is possible that the writer of the editorial has confused press agents with newspaper men. When good newspaper men die they become press agents, otherwise known as publicity directors, otherwise known as molders of public opinion, otherwise known as the Sunday Editor's Friend.

It is quite possible that the knockabout newspaper men are learning to dress up. Most of them are too thoroughly systematized to have any opinions about anything, including their clothes.

The mystery that the editorial quoted at the beginning of this does not explain is how newspaper men dress up on the salaries they get. That would be something worth hearing.

CONSOLIDATIONS : : : :

From *"Printing"*, New York

THE news, from day to day, shows that there is a tendency toward consolidation in the printing industry, as in all business. Fewer, and larger, units is the answer to an economic problem. Statistics show that the greatest proportion of unprofitable operation is among the smallest printing plants. The greatest business mortality is in the same class.

The printing industry is not one in which monopolistic enterprise can ever flourish. Printers are manufacturers who make their product only to order. It is possible that a printing plant could be too large, for ordinary commercial work. But it is true that stability rests upon ability and the industry is moving along toward the tune when every printing plant will be a strong, well founded enterprise, turning a creditable product and performing a useful service, and, above all, operating with a degree of financial responsibility and independence, which comes from operating consistently at a fair profit.

: : : *Editorial* : : :

FREE PUBLICITY STILL FREE

And, She Will Remain Free Until Publishers Look Under the Surface of the Current Bunk

By JOHN L. MEYER

THERE is, and will be, a lot of "bunk" printed about the free publicity evil which is baldly a "sop" for publishers—something to touch their self-satisfaction. Publishers are beginning to wake up to that. The "free publicity evil" isn't being met as rapidly as it will be when it is sounded out to the very bottom, and faced squarely. *You* know what I mean.

"NPJ" started after the evil four years ago, and is still going. It has refused to publish mere gush on the subject. It has tried to make publishers think, and look beneath the surface.

Here is another article of the kind we believe will start the kind of thinking that will some time wipe out the evil. As yet, no one knows the right answer!

It is taken from *The Insurance Field*, that militant and hard-hitting journal of the insurance profession and business, headed by a veteran newspaperman and publisher, Champ I. Hitchock, of Louisville, Ky. Here you are:

DID you happen to read these sharp and unerringly logical lines of President Coolidge in an address delivered when "the flames that lit the battle's wreck" found everybody else lost in confusion? Here they are:

"The pre-eminence of America in industry, which has constantly brought about a reduction of costs, has come very largely through mass production. Mass production is only possible where there is mass demand. **Mass demand has been created almost entirely through the development of advertising.**"

Since that was said to the embattled advertising men in printer's ink assembled, it is open to question as perhaps being "bunk." But let us see.

NEWSPAPERS advertise everything, and not in the advertising columns alone. *Advertising permeates the news and the editorial columns.* If it did not, there would not be "publicity" and "press agents" drawing handsome salaries, supervising various roads to current immortality with adroit pens and impeccable personal diplomacy. They procure a thousand dollars worth of news attention where they pay $5 in the advertising columns.

They do it by showing reporters, news associations, even editors the picturesque and "inside" potentialities of happenings. *These potentialities may not exist except in the imagination of the handsomely salaried expert, but once plausibly indicated and suggested they are created as actualities to thousands who are eager and willing to see that which is shown enthusiastically.* Mr. Barnum's whitewashed brown elephant still remains the immortal and proverbial "white" elephant of millions.

The columns of news and even editorial treatment of Mr. Barnum's white elephant were created through the alert press agent by picturesque suggestion, a bucket of dilute calcium hydroxide $Ca(OH)_2$, one common brown elephant, $5 in display advertisement and a bundle of free tickets to the show. That was crude "bunk" and fraud; but it contained the essence of an idea that was to prove invaluable in the exploitation of useful and valuable things.

LET us take Mr. Coolidge's syllogism and test it on the common industrial plane to which he applied it. There's nothing inherently picturesque in spun, woven and tailored cotton, but there is unlimited picturesqueness and romance in those who make and wear it. Look at what advertising has done to the damn thing! Myriads of columns of news, editorial, "feature" discussions, as well as of paid advertising, exhibiting as by the *arbiter elegantiarum* of supreme fashion beautiful girls and women up to sainted grandmothers wearing as little cotton as the jealous law—sprung from the first adventure in Eden—allows.

Gone the elaborate yards and tents of furbelows and "unawares"—enter the single yard of "lingerie," and even that warranted to shrink. Petticoats are in the cannery of the obsolete along with the dodo and the dinosaur. Where once were thirty-three yards of cotton and an impenetrable mystery are now about five superficial yards of feminine cuticle in the raw and a yard of one-piece bathing jersey. And that is shrinking—the jersey.

What has happened to cotton? It is a drug on the market. Its value has fallen so low that the more you grow, or spin, or weave the poorer you are. The less you wear the more fashionable you are. It has vanished largely even from stockings. The janes demand silk. Cotton never had any real standing in garters.

IT has resulted from advertising. Every woman you meet on the street, every column of fashions you read, every alluring picture of style you look upon is an advertisement of the death and funeral of King Cotton. Not directly, but in the subtlest and most devastating of all methods of advertising. It has become absorbing "news." It has ceased to be noticed except as an economic disaster.

It is now the girl that is advertised and not her cottons. We are led to expect and desire September Mornings every day in the year. We are returning via this advertising road to sheltered Eden and the fig leaf, while cotton drags wearily along the *Via Dolorosa* to the gloomy garden of *Hic Jacet*.

"NPJ" ROUND TABLE
(CONTINUED)

Dates for Printer : Publishers

December

AMERICAN ASSOCIATION OF TEACHERS OF JOURNALISM AND AMERICAN SCHOOLS AND DEPARTMENTS OF JOURNALISM, 29-31, Columbus, Ohio.

January (1927)

ALABAMA PRESS ASSOCIATION, 22, Montgomery.

February (1927)

WISCONSIN PRESS ASSOCIATION, 10-12, Madison.

SOUTH FLORIDA PRESS ASSOCIATION, 19-20, Wauchula.

June (1927)

TEXAS PRESS ASSOCIATION, 17-19, El Paso.

INTERNATIONAL ADVERTISING ASSOCIATION, 26-30, Denver, Colo.

ASSOCIATION : : PROGRESS

Association Elections

WISCONSIN DAILY NEWSPAPER LEAGUE—President, F. R. Starbuck, Racine *Journal-News;* vice-president, Emery A. Odell, Monroe *Times;* secretary-treasurer, F. H. Bliss, Janesville *Gazette.*

SELECT LIST OHIO DAILY NEWSPAPER ASSOCIATION—President, Louis H. Brush, Marion *Star;* vice-president, Fred W. Bush, Athens *Messenger;* secretary-treasurer, C. H. Spencer, Newark *Advocate.* Directors: Fred S. Wallace, Coshocton *Tribune;* W. P. McKinney, Marietta *Times;* Frank Ridenour, Piqua *Call;* James Hanna, Chillicothe *Gazette.*

UTAH STATE PRESS ASSOCIATION—President, A. F. Dunn, Tooele *Transcript-Bulletin;* vice-president, Dr. M. Markus, Richfield *Reaper;* secretary-treasurer, Mrs. Grace Cooper, Price *News-Advocate.*

WESTCHESTER (N. Y.) COUNTY WEEKLIES, ASSOCIATED—President, Thomas M. Kennett, Pelham *Sun;* first vice-president, Frederick Dromgoole, Mt. Kisco *Recorder;* second vice-president, C. E. Lovejoy, Bronxville *Press* and Eastchester *Citizen-Bulletin;* secretary, G. Harris Danzberger, Hartsdale *Herald;* treasurer, Colin T. Naylor, Jr., Peekskill *Highland Democrat.*

SOUTH DAKOTA ASSOCIATED PRESS ASSOCIATION—President, Fred Christopherson, Sioux Falls *Press;* vice-president, W. C. Lusk, Yankton *Press and Dakotan.*

NEW YORK NEWSPAPER WOMEN'S CLUB—President, Miss Emma Bugbee, New York *Herald-Tribune;* first vice-president, Mrs. Josephine Ober, New York *World;* second vice-president, Helen Rowland, King Features Syndicate; third vice-president, Miss Jane Grant, New York *Times.*

UNIVERSITY OF MICHIGAN PRESS ASSOCIATION—President, A. R. Treanor, Saginaw *News-Courier;* vice-presidents, Louis Wild, Port Huron *Times-Herald;* George Averill, Birmingham *Eccentric;* Frank Russell, Marquette *Miner;* secretary-treasurer, Professor John L. Brumm, School of Journalism, University of Michigan, Ann Arbor.

CHICAGO SUBURBAN PRESS ASSOCIATION—President, A. L. Hall, Forest Park *Review;* vice-president, Mr. Williams, Chicago Heights *Star;* secretary-treasurer, R. W. St. John, Berwyn, *Tribune.* Executive committee: John Udell, Lake Forest *Lake Forester;* Edward A. Cogley, Maywood *Herald;* U. S. G. Blakeley, Plainfield *Enterprise;* D. N. Mallory, Chicago; H. F. Crunden, Chicago.

NEW YORK BUSINESS PUBLISHERS' ASSOCIATION—President, R. J. Patterson, *American Hatter;* treasurer, Edgar J. Buttenheim, 443 Fourth avenue; secretary, Harold Dickhaus, American *Hatter.* Directors: William T. Chevalier, *Engineering News-Record;* H. O. Barnes, *Textile World;* Ralph Duysters, *Railway Age.*

SIGMA DELTA CHI—President, Roy L. French, University of North Dakota; first vice-president, James A. Stuart, managing editor, Indianapolis (Ind.) *Star;* second vice-president, Lawrence W. Murphy, University of Illinois; secretary, Robert Tarr, Pontiac, Mich.; 1927 convention at Kansas University, Lawrence.

ESTIMATING COSTS CASH, Then, WHY NOT CHARGE for IT?

ARTHUR L. CRAIG
Greeley (Colo.) Weld County News
President Colorado Editorial Association

"LET me have your best prices on these jobs." "Very well. They will be ready for you at noon tomorrow. The charge will be thirty-five dollars."

"Thirty-five dollars for *what?*"

"For estimating these jobs. It will take a good, long, hard day's work to do that, and my time is worth just thirty-five dollars a day."

That's no fairy tale. It actually happened. The $35-a-day man is head of one of the better job-printing plants in Denver.

"It's all right with me if you can get a lot of suckers to figure their heads off when only one of them can get the order," he explained, "but making prices is a part of the production of my plant and it's not good business for a manufacturer to give away his product. If you want the benefit of my experience you'll have to pay me for it."

There will be more $1,000-a-month men in the printing and publishing business when more of us deal as neatly and firmly with this species of petty thievery.

NEBRASKA P. A. NEW CONTEST RULES

ANNOUNCEMET COMES from officials of the Nebraska Press Association, Ole Buck, field manager:

1. All cup contests are open only to publishers whose dues are paid in full for the current year.

2. All papers entered in any contest must be selected from regular editions of the current year, and must be in the hands of the general manager of contests not later than January 1st of the new year. (By the current year is meant 1926).

3. All entries must be general run of the paper and upon same stock ordinarily used for regular editions.

4. Judges shall attach score cards to each entry, showing points on which awards are made, and number of points awarded on each score.

5. Each entry shall consist of not less than six consecutive issues of the paper.

6. The winner of a cup in any contest will not be awarded a cup in that contest for the two years next following the cup award, but if the contesting newspaper merits such an award the judge may make an award "hors de concours." Each award "hors de concours" shall be construed as indicating merit equal to the merit of a cup award.

Each entry shall be scored as follows:

Front Page Contest: Typographical appearance, 25; choice of material, 25; handling of material, 25; relation of front page to remainder of paper, 25.

Editorial Page: Scope and suitability of topics, 30; leadership, 30; literary excellence, 30; mechanical appearance, 10. Tear sheets may be submitted, provided they show printed heading and date. Complete page must be submitted, not parts nor single editorials.

Field Manager's Cup: Mechanical appearance, 10; field coverage, 25; originality of matter, 25; leadership, 20; promotion of community interests, 20. (The object of this contest is to select that paper which seems to best represent what a newspaper should be. Judges will view papers from all angles in arriving at various classifications of points necessary for a decision).

Community Service Cup: In awarding this cup judges should be governed by the specific things done. The object of this contest is to bring out the various ways in which a paper may best promote community interests. Every paper helps its community in many ways, but many do not concentrate enough

"NPJ" ROUND TABLE
(CONTINUED)

Hot Springs, South Dakota; Earl D. Morford, Deadwood, South Dakota; J. L. Curran, Lead, South Dakota; John B. Green, Rapid City, South Dakota; R. L. Brownson, Belle Fourche, South Dakota; F. G. Humphrey, Norfolk, Nebraska; George Wolz, Fremont, Nebraska, and Harley Conant, representing chambers of commerce; E. B. Oddy, Woonsocket, S. D., President, South Dakota Press Association; Wil V. Tufford, Clinton, Iowa, secretary-treasurer, Inland Daily Press Association; E. F. Tucker, Ames, Iowa, manager Iowa Press Association; H. T. Brown, Grand Island, president, Nebraska Association of Realtors; O. H. Zumwinkel, Lincoln, Nebraska, director, Nebraska Utilities Information Bureau, and the governors of Nebraska, Iowa, and South Dakota, honorary.

EQUIPMENT : : SERVICES

FORD NEWSPAPER ADS; SECOND SERIES

FOLLOWING CHANGE in the Ford Motor Company's advertising plan in newspapers, magazines, etc., some months ago—that is, cessation of placements of copy for the company or for local dealers by the company—McKinney, Marsh & Cushing, Detroit, Mich., offered a timely service to publishers as well as dealers, to make it easy for both to produce advertisements of local Ford dealers. This service was in the form of mats or plates, showing modern and high-class advertising display, and so arranged that the local dealers' names received proper and ample display to attract business to their show rooms and garages. Reports from various publishers in all parts of the country are that the use of the series was very effective, and satisfactory to the dealers, as well as pro ductive of average and also increased lineage to the newspapers.

SPECIMEN LAYOUTS OF SECOND SERIES

Encouraged by the commendations received from publishers everywhere for this service, McKinney, Marsh & Cushing have taken another timely step and have prepared a series of fifteen additional advertisements, also furnished in mats or plates, especially emphasizing the holiday business for Ford dealers; the cold weather period, the overhauling services, and similar timely material for the winter months. The copy is of an appearance and size which, advertising salesmen of newspapers state, insures the interests of the dealer to use

FREE your $ $ $ from standing forms!

Millions of dollars in the aggregate, are tied up in standing forms. How much of *your* money goes to make up this total, and unnecessarily so?

If you have a standard job press, you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

It's so easy to make your own Certified stereotypes.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can prove the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon and we will start sample and particulars on the way to you at once.

Certified Dry Mat Corporation
338 Madison Ave., New York, N. Y.
for wet mat printing with DRY MAT facility — use Certifieds.
Made in U. S. A.

Certified Dry Mat Corp.,
338 Madison Ave., **Date**
New York, N. Y.

Gentlemen:

You may send us a sample of your Certified Printers' Mat, together with full particulars. There is no obligation on our part.

NAME .....

ADDRESS .....

By ..... Title .....

Holly Red and Holly Green Ink!!

We KNOW we have the true Holly Colors Red and Green. We think we can give you the best purchase that has been offered to you in years.

Your Xmas season is now on for Holiday printing, and after the Holiday printing is over these inks are OK for general commercial printing.

We will send you parcel post prepaid —FOR $5.00:

1 lb. Holly Red
1 lb. Holly Green
1 lb. Satin Finish Job Black

◈◈

To introduce into your press room we will send gratis with the above $5.00 order

1 lb. Bond Black No. 1

It's a good buy! Try it! If you aren't pleased after the try-out, we will refund your money.

We make other inks for printers, just ask us, and we will give the information you want.

◈◈

Dunham-Watson Co.
PRINTING INKS LITHO
638-44 SOUTH CLARK STREET
PHONE HARRISON 5859
Chicago

Branch Offices:

MILWAUKEE, WIS.
368 Milwaukee St.
Broadway 8576

TOLEDO, OHIO
406 Jackson St.
Adams 2778

"NPJ" ROUND TABLE
(CONTINUED)

perhaps more than the average amount of space. It will no doubt get attention from every Ford dealer to whom it is shown. Small reductions of some of the pages herewith give an inkling of the selling punch in this second series.

The new series has the advantage of offering the service in two sizes—3 columns by 10 inches (420 lines), and two columns by 7 inches (196 lines) each. They are furnished in groups of ten mats or plates. There are three ways in which dealers (or, newspapers for dealers) may order these new advertisements. Either all in the large 420 line size, or all in the smaller 196 line size, or dealers may want to select five of each size to make up their orders of 10 mats or plates, so that dealer or his newspaper may plan his campaign to meet local requirements. There is ample service in any set for dealer advertising copy for a period of ten weeks to three months. The cost of ten ads is less, according to experience, than would be spent in the preparation of any one of the ads. Dealers are being urged by McKinney, Marsh & Cushing to talk to their newspaper men before ordering, as to whether plates or mats are wanted, and newspapers ordering the service of course make their choice at the outset. Reports from the agency (which made a detailed report on Ford advertising at the recent St. Paul convention of the National Field Managers) are that the service is receiving enthusiastic commendation from both newspaper men and Ford dealers.

ADAPTOR OF LITHO AND PRINTING INKS

Barnhart Bros. & Spindler are using attractive letter-size card announcements of "The New Roko," and advising the trade that it prevents picking, sticking, mottling and crystalizing; improves tone, density and lay of ink; reduces cost, speeds production and improves work. Emphasis is placed on the "no-grit and no-acid" qualities.

ELEVENTH REASON WHY is ISSUED

The Champion Mills features the constant inspection employed to safeguard its products, using some of the largest half-tones that have recently appeared in sales literature, to show views of the mills illustrative of this member of the "Reason Why" series. A good line: "Inspection is the great safeguard insuring the utmost value."

HYDRAULIC MATRIX MOULDING PRESS

R. Hoe & Co. has published a pamphlet covering its new moulding press, well illustrated. It is stated the press is designed to meet the needs of newspapers for a machine "which will produce better matrices than can be obtained by the rolling process and also withstand the heavy pressure required for the moulding of dry mats."

THE ADVERTISING EXECUTIVE'S MENU

Standard Rate & Data Service so describes its service in a recent folder, carrying out the idea in unusually fulsome and attractive style. And, a good pointer: "The minute you pick up the menu, the restaurant owner is sure of a sale," it says, and further points out that "special dishes are emphasized; you invariably follow the suggestion; it's simply human nature to do it and represents just another example of the power of advertising." First time we've seen this kind of a parable on advertising, and it listens mighty good. Three hundred publishers are now advertising in the S. R. & D. S., it is reported, and interest among agencies and advertisers in the service is visibly increasing, according to *"NPJ's"* mail advices.

◈ ◈ ◈

This reminds *ye editor* of an "eighth wonder" he never could understand: Why *publishers* advertise the advertising merits of their media in publications which are trade journals *directed to the publishers themselves?* It's one for Mr. Aesop, perhaps.

Recent Decisions on the Press Question

DURING September, 1926, the 68 printing concerns in the United States listed below, installed 76 Miehle Vertical Presses, thus reaching a decision as to which is the best press to buy. These concerns have been confronted with the same question 43 times before and reached the same decision. They now have 119 Miehle Vertical Presses. In addition to these purchases there were 16 Miehle Vertical Presses shipped abroad during September, making a total of **93 Miehle Vertical Presses purchased during that month.**

The Miehle Vertical

International Shoe Company, Manchester, N. H.....1
A. N. Webb & Co., Salem, Mass.....1
The Rogerson Press, Chicago, Ill.....1
Previously purchased 2
York Cigar Box Co., York, Pa.....1
Previously purchased 5
Detroit House of Correction, Detroit, Mich.....1
Piedmont Press, Oakland, Calif.....1
Wolfer Printing Co., Los Angeles, Calif.....1
I. Smigel, Inc., New York, N. Y.....1
Previously purchased 1
The Union Pin Co., Winsted, Conn.....1
United States Rubber Co., New York City.....1
John A. Rank, Union City, N. J.....1
W. T. Bedford Printing Co., LaSalle, Ill.....1
Ditto, Incorporated, Chicago.....6
Pacific Carbon & Printing Co., Los Angeles, Calif.....1
Central Printing Co., Los Angeles, Calif.....1
Watson F. Caldwell, Piqua, Ohio.....1
Louis A. Hebert, Inc., Chicago.....2
Previously purchased 6
George C. Prunyi & Co., New York City.....1
Walter D. Clark, Riverside, Calif.....1
Peoples Printing Co., Reading, Pa.....1
Birmingham Eccentric, Birmingham, Mich.....1
Stewart-Simmons Press, Waterloo, Iowa.....1
Previously purchased 1
Hatton Press, Inc., Gardner, Mass.....1
Petaluma Printing Co., Petaluma, Calif.....1
The Quality Press, Salem, Oregon.....1
Scovill Manufacturing Co., Waterbury, Conn.....1
Previously purchased 2
Alexander Hamilton Printing Co., Paterson, N. J.....1
Berkshire Press, New York City.....1
Fuller Label & Box Company, Pittsburgh, Pa.....1
The Maqua Company, Schenectady, N. Y.....1
Artcraft Printing Co., Janesville, Wis.....1
Enterprise Press, Inc., New York City.....1
Saturday Night Press, Inc., Detroit.....2
Supreme Ad Service, New York City.....1
The Born Printing House, Philadelphia.....1
Previously purchased 1
Bower Co., Phoenix, Ariz.....1
Triangle Printing Company, Philadelphia.....1
Previously purchased 2
J. F. Stolz Co., Portland, Ore.....1

Searcy & Pfaff, New Orleans, La.....1
The Technical Press, New York City.....1
Previously purchased 3
Goodenow Printing Co., Utica, N. Y.....1
News Printing Co., Elgin, Ill.....1
Previously purchased 1
City Printing House, Brooklyn, N. Y.....1
Dennison Manufacturing Co., Framingham, Mass.....1
Previously purchased 7
The R. M. Hollingshead Co., Camden, N. J.....1
Previously purchased 1
C. P. Brate, Albany, N. Y.....1
Previously purchased 1
The Caxton Printers, Ltd., Caldwell, Idaho.....1
W. T. Lee Co., Inc., Monterey, Calif.....1
J. C. Franz Sons, Pittsburgh, Pa.....1
Previously purchased 1
Lasky-Feinberg, Inc., Newark, N. J.....1
Previously purchased 1
Unity Printing Co., Chicago.....1
Bergwall Printing Co., Jamestown, N. Y.....1
Kaumagraph Co., Inc., New York City.....1
Previously purchased 1
C. A. Shaler Co., Waupun, Wis.....1
Nation Press Printing Co., Inc., New York City.....1
Beals & Morrison, Oklahoma City, Okla.....1
J. Widder & Co., Inc., New York City.....1
Previously purchased 1
The Norman F. Hall Co., San Francisco.....1
Previously purchased 1
Theodore Ferschke, Atlantic City, N. J.....1
R. R. Donnelley & Sons Co., Chicago.....1
Previously purchased 2
W. Franklin Hodges Co., Philadelphia, Pa.....2
Pontiac Printing Co., Pontiac, Mich.....1
The Ward & Shaw Co., Cleveland.....1
The House of Corey, Norwich, Conn.....1
Harvey Paper Products Co., Sturgis, Mich.....1
Stafford-Lowden Co., Fort Worth, Texas.....1
Previously purchased 2
The Feicke Printing Co., Cincinnati.....1
Forster Printing Co., Oklahoma City, Okla.....1
Previously purchased 1
Presses shipped abroad.....16
Previously shipped abroad.....517

Shipments for September, 1926—93 Miehle Verticals

MIEHLE PRINTING PRESS & MANUFACTURING CO.

Main Office and Factory
Fourteenth and Robey Streets
CHICAGO

Sales Offices:
PHILADELPHIA, BOSTON, DALLAS, SAN FRANCISCO, LOS ANGELES, ATLANTA, Dodson Printers' Supply Company, OKLAHOMA CITY, Western Newspaper Union, SALT LAKE CITY, Western Newspaper Union

Distributors for CANADA: Toronto Type Foundry Co., Toronto, Can.

Operating Exhibits:
Transportation Building, Chicago
Printing Crafts Building, New York

Johnsonized

Johnsonized machinery is guaranteed against defective material and workmanship, and our contract provides for competent and intelligent installation. The installation is one of the most important parts of Johnsonized service. You will have a minimum of expenses and trouble, not only during the actual installation, but also in the operation of the machinery afterwards. We are quoting some letters received from recent purchasers of Johnsonized machinery.

* * * * * *

From Der Wanderer Prtg. Co.
Saint Paul, Minn. Oct. 8th, 1926.

When we decided to meet the increased demands upon our service by expanding our business and adding to our equipment, we were faced with the task of readjusting our entire plant with a view to the greatest possible efficiency consistent with economy. That we have solved the problem in such a remarkable manner is, in a great measure, due to "Johnsonized Service", and we wish, at this time, to thank you for the keen personal interest you took in properly equipping our establishment.

The combining of the Miehle Cylinder Press and the newspaper Folder was a particularly happy thought, and has already proved its efficiency beyond our expectations, while the new Gordon Press and the other equipment has helped us to cut our overhead by one-half.

We feel that, thru your service and assistance, we have today one of the best and most completely equipped printing establishments in Saint Paul.

From The Merrill Daily Herald.
Merrill, Wisc. Nov. 2nd, 1926.

The Babcock Optimus sold by the C. I. Johnson Mfg. Co. to this office, has been erected in our office to our complete satisfaction.

We have made a number of purchases from the C. I. Johnson Mfg. Co. and each purchase makes of us a more and more satisfied customer. They go far beyond a strict letter of agreement.

From The Northern Minnesota Publishing Co.
Hackensack, Minn. Oct. 20th, 1926.

We want to convey our appreciation of the thoroughness with which you erected, assembled and put into operation, the Miehle Press and Folder just purchased from you.

Your machinist has been unusually careful to make sure that every adjustment is just as it should be.

From The Tri-county News.
Berlin, Wisc. Nov. 6th, 1926.

The Johnsonized Babcock Optimus Press has been installed in our office and it is a mighty fine piece of machinery. We especially want to commend you on the hne type of an erector you sent on the job.

Consult with the Johnsons when in the market for printing, binding and typesetting machinery. Johnsonized machinery and service is economical

C. I. Johnson Mfg. Co.

Complete Printers Supply House

48-50 East 3rd St. 143-5-7 So. Wabasha St.

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

Books and Publications

NEWSPAPER MANAGEMENT, by FRANK THAYER

D. Appleton & Co., New York, $4, illustrated: Here is a book covering the whole field of newspaper management as conducted today in large and in small offices. That sounds large, a large "earful." But, this volume does take one through the modern newspaper profession business and plant from A to Z; it takes one from the point of getting the idea to start or to buy a newspaper, through planning, financing, and a thousand and one things that have been overlooked a thousand and one times each, in the past, and made wreckages of cash and hopes for the newspaper graveyard. Again, it covers plant, office, circulation, advertising, editorial departments, telling a very complete story of how these are conducted. It goes into policies and their effects.

It *is* a "business book". All the more power to it!

There are many needs for such a volume as Mr. Thayer's, I believe—I am very sure of that. Publishers, printing executives and others will prize it as a well-rounded picture of newspaper conduct today, with comparisons as to older days. Students of journalism—how much they need just such information! Provided, they really desire to become *newspapermen,* well-rounded ones, with the best possible *perspective* so necessary for the success of the man (or woman), and of the press—even, of our Country.

Then, there are hundreds of advertising and circulation men, particularly in the rank and file, who really know just about nothing of the other departments, and particularly little about the place of the advertising department and the advertising man in his newspaper as a whole—or, the circulation.

The book doesn't pretend, it seems, to be an instructor. Neither is it a dictionary of "new ideas", to be tapped willy-nilly every time there is some development which calls for the exercise of the think-tank, *pronto.* No. BUT, he who knows the story of this book will know how and *why* successful newspapermen have done thus and so on certain occasions. The author derives from these word pictures of practices many *principles* which govern sound newspaper management.

There is a good index. The fundamental factors of manufacture, distribution, accounting procedure, and financial policy are fully covered.

To follow the chapters through organization, circulation, advertising, office management, business correspondence, accounting, plant management, financing, and newspaper enterprise and editorial policies is to follow a thoroughgoing understanding of the newspaper publishing business.—J. L. M.

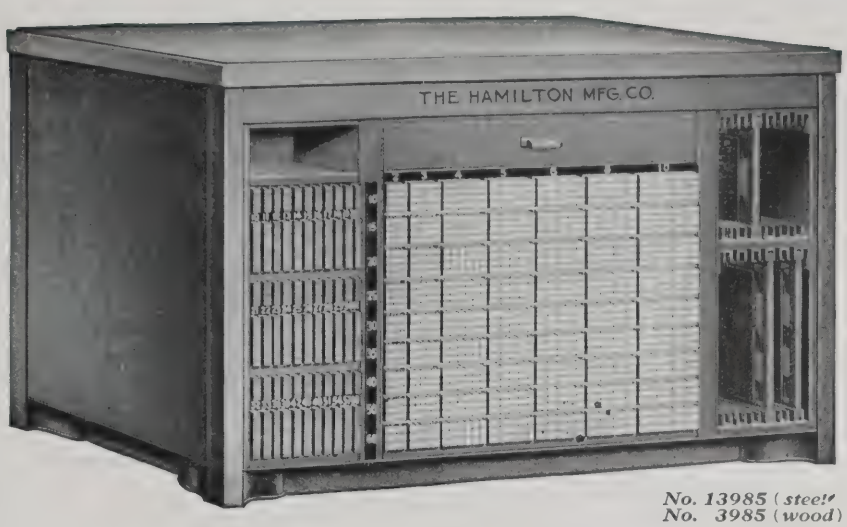
: : *COMMUNITY BUILDING* : :

COLORED, BUT NOT "YELLOW" JOURNALISM

Moorman & Sons, Plymouth (Wis.) *Reporter,* run a four-page feature section weekly on yellow stock. Here's the secret of it: Plymouth is in the heart of one of Wisconsin's best known dairy sections. This little city with its 3,500 populaton is probably more closely related to the cheese industry of the nation than any other town or city in the country. Located within its boundaries is the headquarters of the Wisconsin Cheese Producers' Federation and several other large cheese organizations. On the mast head of the *Reporter's* feature section stands a drum of cheese from which a huge slice has been cut. To further show the reader the reason for the yellow paper, Moorman & Sons have printed on it, "Plymouth, the World's Cheese Center."

IT TAKES TWO TO MAKE A PARTNERSHIP

Dan A. Wallace, editor of the St. Paul (Minn.) *Farmer*: "In the course of our travels through the rural sections of the country, we are constantly impressed by the fact that a wide-awake, progressive home paper plays a most important part



No. 13985 (steel)
No. 3985 (wood)

Imposing Tables *were much more difficult to standardize than any other part of our complete Composing Room Equipment, but the difficulties have been overcome. A standard Imposing Table frame may be filled with Standard Units so arranged as to meet any conceivable requirements of a printing plant. This systematic Concentration of tools and material is profitable. Saving in space, time and energy means increased profit.*

The above illustration shows one of the most popular designs. Reverse side is arranged for storage — one Unit each of Blank Cases, Letterboards, and Drawers with removable sort boxes. The deep drawer in top rail on each side is for Quoins and necessary lock-up Tools.

Built entirely of Standard Units and carried in stock ready for assembling.

HAMILTON MANUFACTURING COMPANY — Two Rivers, Wis.

EASTERN OFFICE AND WAREHOUSE: RAHWAY, NEW JERSEY.

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

No Need to Look Farther for an Efficient Staple Binder

The **ACME No. 6½**
will meet all of your requirements

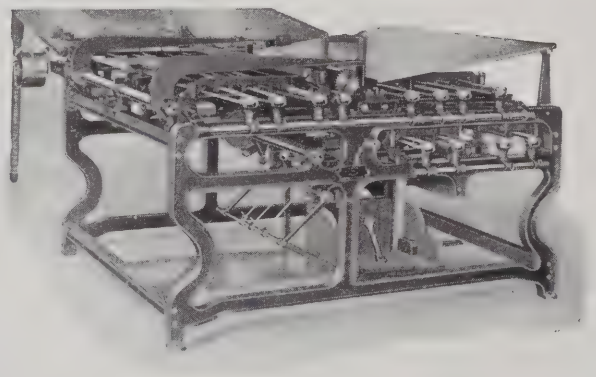
The Acme No. 6½ Staple Binder is the most compact, rigid and efficient binder for printers. It binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire.

The only adjustment necessary is for different degrees of work. A straight downward pedal stroke and a ten inch reach for the insertion of work. Equipped for flat and saddleback work.

Write for Catalogue.

Acme Staple Company
1643-47 Haddon Ave., Camden, N. J.
ESTABLISHED 1894

Real Folding Machine Service at Minimum Cost
with
THE MENTGES FOLDER



The MENTGES No. 2 NEWSPAPER and PERIODICAL FOLDER is dependable, easy to adjust and operate and will handle your newspaper in an efficient and accurate manner.

Write for our Catalog Today.

The MENTGES FOLDER CO.
SIDNEY, OHIO
"Builders of Profitable Folding Machinery"

"NPJ" ROUND TABLE
(CONTINUED)

in community progress. In fact, it is difficult for a community to move forward if the home paper does not match up to and properly reflect the enthusiasm of the leaders of that community. On the other hand, a live home paper can do much to wake up a sleeping community. We sometimes find committees where the local paper is far ahead of the spirit of the people. In such communities the editor plays a heart-breaking game. On the other hand, many communities stand still year after year because of a dead or sleeping home paper. The right sort of working partnership between the community and the press nearly always brings results."

PROFESSORS SEE BUSINESS BAROMETER

NEWSPAPER WANT ADS form a barometer of business activity according to the volume appearing, according to Harvard university economics professors.

SOME NOVEL STUNTS from CLEVENGER, in OLD VIRGINIA

FROM A. K. Clevenger, Claremont (Va.) *Herald*, come a couple of novel ideas which he (and we) believe to be of interest to the fraternity. The *Weekly Irish Times* runs a one-inch coupon. It says:

"This coupon must accompany every communication to the various departments of the *Weekly Irish Times* (date)". This is the paper which continually tells its readers that it is edited for its subscribers. No inquiries or social news are accepted unless accompanied by the coupon.

Another one Clevenger picked up for us: It's a cus- "Several papers get double space rates," says Brother tomary "horse for sale" classified ad. But, over it is a heavily ruled box taking as much space as the classified itself, very bold, with the date of the sale. Clevenger, "by setting such a head, calling particular attention to the date of the sale."

RURAL FIELD IS STILL HUGE DOMAIN

REV. JOHN S. DANIHY, S. J., Dean Marquette University College of Journalism, Milwaukee (convention address): "Only 35.8 per cent of the population of the United States is in cities of more than 25,000. If we take 25,000 as the maximum field for the community newspaper, we have nearly two-thirds of our population depending on the service of the community paper. If someone thinks this is too large, let us remind him that 57.6 per cent live in rural homes and in towns of 10,000 and under; the rural districts and towns of 5,000 and under have 52.9 per cent of our total population. : : "Sometimes the community editor will be wrong, but always he is honest. Often he must go against the popular clamor, for he is a leader, not a trimmer; a teacher of life, not an idler in the market place. It is a wonderful career despite its hardships."

ONE SOUTHERN N. P. A. MEMBER has started a "Free Room Renting Bureau," in connection with the office organization handling classified ads. The paper invites persons hunting for a room to visit the office where a list has been made up from the ads that have appeared in the paper recently. The service is free.—S. N. P. A. BULLETIN.

BETTER CIRCULATION

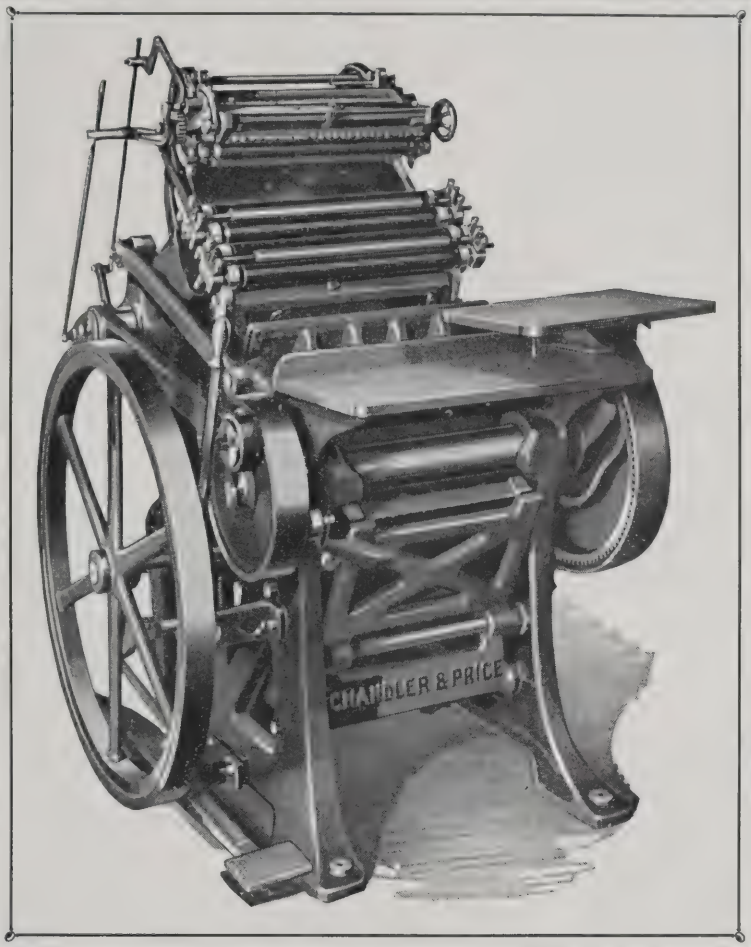
NORMAL PERCENTAGES OF OVER-PRINTS

SOME OF THE ASSOCIATION BULLETINS are paying a good deal of attention to this. One says: "The standard in efficiently managed departments is 1 per cent. For returns, where they are allowed, 15 per cent for newsdealers and 5 per cent for agents seems quite liberal. Unless a paper is making a special campaign for new readers through sample copies, larger percentages than those here quoted reflect the old ideals.

"To give newsdealers an excess supply may make a showing on the news-stand, but when the returns get back to the office, the results have not been anywhere near the cost in white paper.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~FOUR SIZES~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

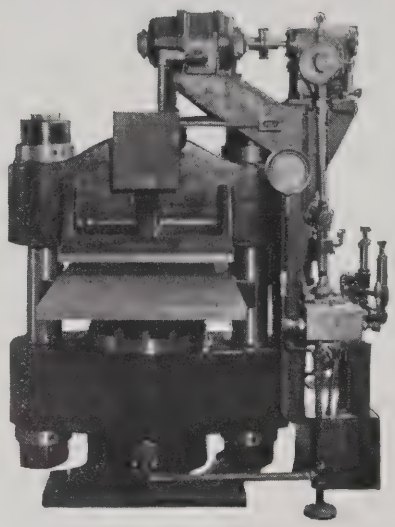
Selling Houses Located in the Following Cities:

BOSTON	RICHMOND	CLEVELAND	DETROIT	KANSAS CITY	PORTLAND, ORE.
NEW YORK	BALTIMORE	CINCINNATI	ST. LOUIS	DENVER	LOS ANGELES
PHILADELPHIA	BUFFALO	ATLANTA	MILWAUKEE	SAN FRANCISCO	WINNIPEG
	PITTSBURGH	CHICAGO	MINNEAPOLIS	SPOKANE	

AMERICAN TYPE FOUNDERS COMPANY

SET IN MEMBERS OF THE GARAMOND FAMILY · ADAM ORNAMENTS NO. 1

BIROTADRUCK



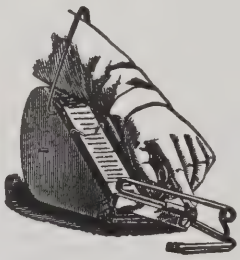
HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.
120 West 42nd St. New York



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

"NPJ" ROUND TABLE
(CONTINUED)

John M. Schmid, upon taking charge of the circulation department of the Indianapolis News, cut off from 600,000 to 700,000 returns the first year.

"Now this represents a scientific understanding of circulation management. Mr. Schmid's department was bearing the cost of all that wasted white paper, and the cost of handling it both ways. It did the paper no appreciable good. If the reports over several months show that a newsdealer will sell on an average only 12 papers a day, to allow him 15 per cent returns, or 2 copies, is a safe margin. To send him 8 or 10 extra copies daily is a waste.

"Advertisers are justly refusing to pay for this waste. They are refusing to pay for complimentary, deadheads, samples, file and office copies, copies to other advertisers, and all the free distribution. Hence, there is a decided tendency in progressive offices to reduce this distribution to a minimum.

"In an emergency caused by a piece of news, a liberal overprint policy is preferable to a skimpy policy. But day in and day out 1 per cent overprint is ample, if distributed with judgment formed from a close and intelligent study of average sales."

"Fair and Warmer"

GOSSIP from a certain small town reports that the newspaper there, in every Friday issue, all summer long, printed the weather forecast "Fair and warmer." Clouds might gather, the barometer might fall, the best of prophets might squint at the sky and predict rain for the morrow, but the little paper cheerfully chirped "fair and warmer." Curious inquiry into this persistent Friday optimism at last revealed two possible motives. One was that the local merchants would not advertise so generously if Saturday was scheduled to be stormy. The other was that the owner of the paper craved his week-end golf and believed in rooting for good weather. We prefer the latter explanation.

—*Woman's Home Companion.*

GETS PARENTS OF TWINS ON THE LIST

THE VIROQUA (Wis.) *Vernon County Censor* has been giving a year's subscription to the parents of twins in its locality.

CIRCULATION WORK HIGHLY EFFICIENT

SAYS A BULLETIN of the Association of Newspaper *Advertising* Managers: "Very few sales departments can approach the sales record of the circulation department of a newspaper from the standpoint of the intensity to which the market is sold. The manufacturer of almost any other commodity would feel justly proud if 25 per cent of the population of a given market used his merchandise regularly. On the other hand, the newspaper that sells but 25 per cent of the families in the city of its publication is making a relatively unfavorable record.

"Approximately one-third of the automobiles registered are reported to be Fords. The intensity to which the Ford Motor Company has been able to sell is heralded as the sales marvel of the century, but less than one-third of the population of any given market rides in a Ford. It is not uncommon to find a newspaper that regularly sells 75 per cent of the families in its city. The coverage of some newspapers is 85 per cent, 90 per cent or even practically 100 per cent of all families in the city.

"Manufacturers everywhere consider their repeat business to be one of the principal factors in success. The newspaper reader repeats every day in the year. As a general rule, the reader is able to discontinue his purchase at any moment.

"Isn't the newspaper entitled to the palm as the world's best repeater and isn't the circulation department of the newspaper

GOES BLANKS

Another opportunity for profit

Goes Art Advertising Blotters will stimulate business in dull seasons. They will keep the advertiser's name before his trade in brisk seasons. Send for the sample. Put on an aggressive Blotter Sales Campaign. You'll be surprised at the results.

have made money for other printers—they will make money for you.

Goes Blanks have been designed for type overprinting—designed to effectively set off the printer's printing. They will enhance the appearance and value of *your* printing—they will help you to sell higher-priced jobs of printing at largely increased margins of profit. They will help *you* to secure new accounts—help you to extend your business with old accounts. Thousands of printers will testify to the excellent opportunities offered by Goes Blanks.

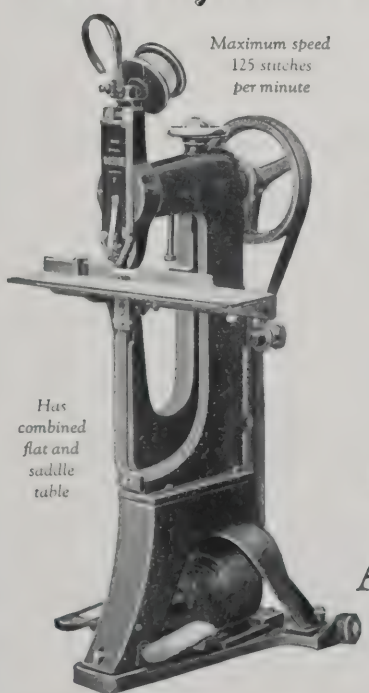
There is a Goes Bordered Blank for practically every conceivable purpose, from a small merchandise or advertising coupon to a large insurance policy form, more than one hundred styles, all beautifully lithographed in rich appropriate colors. The border of this advertisement is an exact reproduction of one of the beautiful borders.

Send for the samples. There is no obligation

GOES LITHOGRAPHING COMPANY
41 West 61st Street, CHICAGO 3779

© GOES

The Powerful BOSTON Wire Stitcher No. 7



Maximum speed 125 stitches per minute

Has combined flat and saddle table

FOR HEAVY WIRE STITCHING TO A FULL SEVEN-EIGHTHS INCH CAPACITY AND YET EXCELLENT FOR MEDIUM AND THIN PAMPHLET WORK

FOUR SURFACE interchangeable cutters and reversible driver are unusual features that contribute to continuous operation and low maintenance expense. A double system of wire straightening eliminates wire troubles and insures straight, even driving and clinching.

The No. 7 is one of several *Boston* single and multiple head stitchers that have been the leaders since the early models were first marketed nearly a quarter century ago. Printers and binders, recognizing *Boston* superiority, have bought thousands of these dependable stitching units.

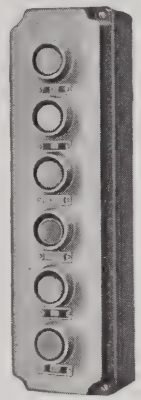
GENERAL SELLING AGENT

American Type Founders Company

Sold also by BARNHART BROTHERS & SPINDLER, all selling houses; in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY; in Canada by SEARS COMPANY CANADA LIMITED, Toronto-Montreal

SET IN MEMBERS OF THE GOUDY FAMILY TEAGUE BORDERS

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — CLINE WESTINGHOUSE

Reach Out!

Scores upon scores of alert printers have used Western States the right way—to extend and broaden *their* service *through ours*. Twenty million envelopes ready to ship—in over six hundred numbers—many of them in the novel and unusual styles that used to mean "special" orders—all these backed by right prices, have helped these printers reach out where the reaching counts.

Start by asking for free Price List No. 27 and to be put on the list for our "Worth While Envelope News"—a periodic demonstration of money-making envelope ideas

The Western States Envelope Co. — South Water *from* Clinton *to* Ferry Sts. Milwaukee Wisconsin

"NPJ" ROUND TABLE
(CONTINUED)

entitled to a ranking on top of the stack for complete and intensive salesmanship?"

SUBSCRIPTION COLLECTION FORM

COMMUNITY PUBLISHERS will be interested in that used by the Arvada (Colo.) *Enterprise,* Russell L. Gorrell, who says it is very effective in getting renewals:

"DEAR SUBSCRIBER:

Your subscription to our paper expired ..... Thinking you wanted to continue reading the *Enterprise,* we have kept sending it to you since that time.

If you wish the paper still sent to you, please remit $..... to pay the account to .....

We'd like to keep you on our list. We're trying our best to get out an interesting paper, and it takes money to do it.

May we have your check by return mail?

Very truly yours,
RUSSELL L. GORRELL."

BASEBALL DRIVE GETS RESULTS

A BASEBALL CONTEST was initiated among its carriers by the Des Moines (Ia.) *Register and Tribune* to make a circulation climb. Each district is known as a baseball team and each carrier as a player. The player on each team having the highest score at the end of the contest gets $10 in gold; the next highest player on each team $5. Scores are counted: Each increase, one base; two increases, two bases; four increases, one run. Increases count only when new customers are secured for the increase. Each decrease counts an error and sets the player back one base. Late remittances count as errors. Increases made in the baseball contest count on the regular list of prizes, according to the prize offer rules. The district manager, whose team scores the most runs, gets $10 in gold and the manager finishing in second place gets $5.

CANADIANS ADOPT CARRIER CONTRACT

THE CANADIAN DAILY Newspapers Association bulletin carries a carrier boys' contract which reads as follows:

.....19.....

I, ... agree to carry the (*News*) on the route to which I may be assigned, during the pleasure of either party hereto, for the weekly compensation of $....., payable every week by the (*News*) Publishing Company. I also further agree that the compensation for the first two weeks may be withheld until I quit carrying, to be paid me only after teaching my successor the route.

In case of neglect or refusal to teach another the route, the amount so withheld to be forfeited to the (*News*) Publishing Company.

Also, I further agree to submit to the system of fines and rewards now practiced, in reference to carriers, as well as any other regulations which may from time to time hereafter be adopted.

.....
The (News) Publishing Company
I hereby ratify, confirm and agree to above agreement.

.....
(Parent or Guardian)

HERMAN ROE'S CIRCULATION LETTER

THE EDITOR of the Northfield (Minn.) *News,* president of the N. E. A., sends the following to newlyweds in his community, with excellent results:

TO MR. AND MRS. JOHN DOE:

The News wishes to join your many friends in extending congratulations to you.

We congratulate you especially on your good judgment in establishing a home in Northfield Community. In many households of this community The News has come to be a household necessity because it combines the most news and most advertising with a constructive home and community spirit.

We know you will not want to be without it in your new home.

Beginning with this week's issue we are going to send you The News for one year as a wedding present, with our best wishes that you may enjoy many happy years together.

The ROSBACK Hand Perforator

This little machine perforates full 10″ long. It has an open end, and by reversing the sheet a 20″ perforation can be made.

The whole frame is cast in one piece—it's strong and sturdy.

Power is applied on both ends—works easily without tiring the operator.

New Model 10″

Inlaid tool steel die—steel stripper and music wire punches. *Die guaranteed to cut clean for five years.*

Rosback Quality—money and brains can't build it better. You can't wear it out. No advance in price.

For Sale by Dealers Everywhere — Built by

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

The Largest Perforator Factory in the World

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

Just Published

An important new book on

Newspaper Management

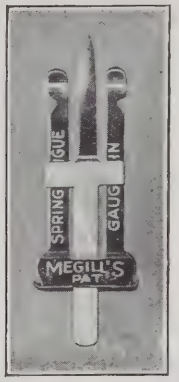
By FRANK THAYER

Formerly Assistant Professor of Journalism, Medill School of Journalism, Northwestern University

A practical, thorough presentation of the business phases of newspaper publishing. The accepted practices of newspapers in all parts of the country are described and the details of organization, office and plant management, circulation and advertising, financing, general administration, etc., fully covered. Illustrated, $4.00.

This Is An Appleton Book

D. APPLETON AND COMPANY,
35 West 32d St., New York



MEGILL'S GAUGE PINS

for Job Presses

Always uniform and dependable.

We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

$1.80 doz.

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of
SUCCESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check √ the Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

"Note the Tear and Wear as well as the Test"

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

NEENAH 1873 QUALITY

TYPES THAT TALK
Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶ We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

"NPJ" ROUND TABLE
(CONTINUED)

NEW PAPERS

Rosedale (Ala.) Star.
Kingman (Ariz.) Western Mines Reporter.
Holly Grove (Ark.) Herald.
Hope (Ark.) Hempstead County Review.
Baldwin Park (Calif.) Progress—Frank M. Colville.
Corning (Calif.) Republican.
Glendora (Calif.) Press.
Lynn Haven (Fla.) Free Press.
Grave (Idaho) Herald.
Worley (Idaho) Go-Getter.
Milan (Ind.) Telegram.
Warsaw (Kans.) Gallatin County News.
Watson (Minn.) Voice—Magnus Johnson, editor.
Pleasant Dale (Neb.) News.
Sanish (N. D.) Missouri River Pilot.
Seminole (Okla.) Tribune—D. L. Watson.
Mayfield (Wash.) Record.
Vader (Wash.) Vidette.

REBUILDINGS; NEW HOMES; ADDITIONS.

Huntsville (Ala.) Daily Times—In new home.
Belle (Calif.) Industrial Post—In new quarters.
Gilroy (Calif.) Evening Dispatch—In new building.
Carthage (Ill.) Republican—In new quarters.
Elgin (Ill.) Courier-News—In new home.
Owensmouth (Calif.) Gazette—In new home.
Oxford (Kans.) Register—In new home.
Wakefield (Kans.) News—In new quarters.
Akeley (Minn.) Herald-Tribune—In new home.
Laurel (Miss.) Daily Leader—In new home.
Odessa (Mo.) Democrat—In new building.
Springfield (Mo.) Leader—In new building.
McCook (Neb.) Daily Gazette—In new home.
Wasburn (N. D.) Leader—Building plant.
Hennessey (Okla.) Clipper—In new home.
Howe (Tex.) Messenger—In new quarters.
Summer (Wash.) American Standard—To build.
Worland (Wyo.) Grit—In new home.

ADVERTISING IDEAS

MAKES HIS STATIONERY COUNT

J. L. HORNE, JR., of the Rocky Mount (N. C.) *Telegram*, has changed the normal order of things for letterheads. At the top of the stationery, where the name of the paper usually appears, he has the words, *"Evening Hours Are Reading Hours Everywhere."* In smaller letters under those words appears, *"Results Prove the Supremacy of Evening Newspapers."* At the bottom of the stationery is the name of the paper and place of publication. The unusual attracts interest and attention always.

RADIO MAIL SHOWS A DECREASE

NATIONAL and other advertisers using radio broadcasting, according to a survey by members of the A. N. P. A., and who ask newspapers to print radio programs the while newspaper advertising appropriations are being cut, are finding that the listeners are not sending in the mail they used to, to the stations about features, programs, contests, etc. A recent statement:

"The sharp decrease in radio fan mail received this year by broadcasting stations is making the booking of advertising programs considerably more difficult than it was when letters and telegrams were received literally by the thousand, according to several prominent station directors.

"Advertisers who foster radio programs, it is explained, are particularly interested in the mail response to their entertainment, in order to be convinced that the radio-ad takes hold of the public. Program managers therefore find it exceedingly difficult to explain that it is not the program which is failing to attract, but the casualness with which radio fans take their entertainment which is responsible for the falling off in mail.

"About the only letters received in any number at present, it is said, are those which are brought in by offers to give away something, even though the gift is only a postcard or a photograph.

"Even the radio contest is becoming passe and offers of prize awards must be very handsome ones to catch the interest of the hardened radio listeners, one director explained."

ST. LOUIS CITY IS AN ADVERTISER

SEVENTY THOUSAND DOLLARS a year goes for advertising the city of St. Louis. This, in itself, isn't unusual. But in St. Louis only half this amount is paid by the business men, through the Chamber of Commerce. The other half comes from the coffers at the city hall.—*Business.*

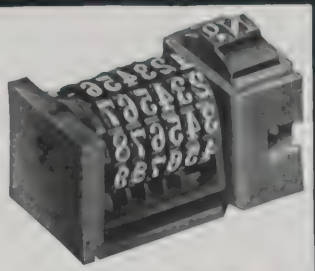
$10.00 SIX WHEELS

COLD ROLLED STEEL CASE IS AN EXCLUSIVE FEATURE FOUND ONLY IN AMERICAN STOCK MACHINES
TOOL STEEL DROP CIPHERS SOLID ONE PIECE PLUNGER
GUARANTEED

ALL STEEL NEW
AMERICAN
MODEL 64
NUMBERING MACHINE

100 Other Models for Flat Bed and Rotary Presses

American Numbering Machine Co.
224 SHEPHERD AVENUE, BROOKLYN, N. Y.
Branches: 123 West Madison Street, Chicago, Illinois
London and Paris



No. 123456
Fac-Simile Impression

Carried in Stock by American Type Founders Company and All Printers' Supply Houses.

HOWARD LEDGER HOWARD ENVELOPES HOWARD LAID BOND

HOWARD BOND
WATERMARKED

"THE NATION'S BUSINESS PAPER"

Howard Bond is particularly adapted for letterheads, billheads, and all office forms. Its high quality combined with its moderate price makes it popular the country over.

Compare It! Tear It! Test It! And You Will Specify It!

New York Office 280 Broadway

Manufactured by
THE HOWARD PAPER CO.
URBANA, OHIO

Chicago Office 10 S. LaSalle St.

Steel Die Engraved

1927 CALENDAR CARDS

to fit 6¾ envelope in 3-ply white, grey, and buff cardboard, edges bordered. Envelopes to match in 60-pound stock. Card has calendar engraved with space above calendar blank. Samples now ready.

Personal and Business Christmas Greeting Cards with customer's name engraved. Samples ready September 1st, 1926.

AMERICAN EMBOSSING CO.
192-96 Seneca Street BUFFALO, N. Y.

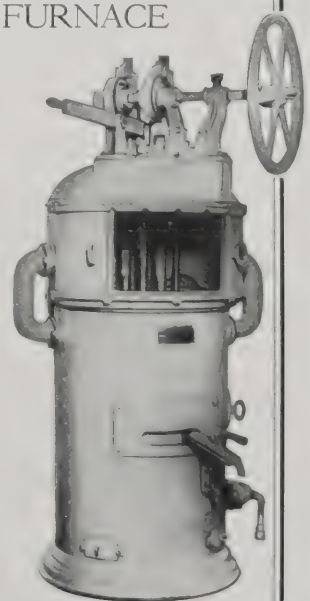
Every Newspaper Plant
can profitably install
Monarch Monometer
RE-MELTING FURNACE

THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas — eliminates harmful fumes—retains tin— and reduces dross to a minimum.

Operated with
Electricity,
Gas or Oil

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

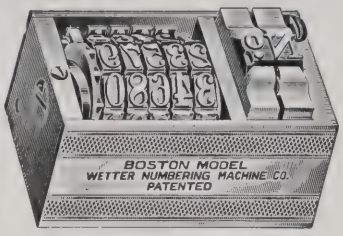
Write for Catalog "N".



The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

WETTER

LOW PLUNGER
Numbering Machines



Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

No 12356
FACSIMILE IMPRESSION

ALL DEALERS

WETTER NUMBERING MACHINE COMPANY
Atlantic Ave. and Logan St. **Brooklyn, N. Y., U. S. A.**

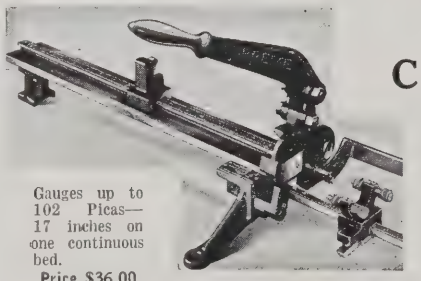
GILBERT

18 87 MW

Quality Papers

Gilbert Paper Company
Menasha, Wisconsin

"AMSCO" SUPREME RULE and LEAD CUTTER



Gauges up to 102 Picas—17 inches on one continuous bed.
Price $36.00

The gauge can be easily moved and set with **ONE** hand. The only cutter with this feature.

Every modern shop needs this Supreme Rule and Lead Cutter.

Send for "Amsco" Products Catalog Today

AMERICAN STEEL CHASE COMPANY
122 Centre Street, NEW YORK

A Press Proof from a Proof Press

Vandercook Rigid Bed Composing Room Presses

"Used where quality and speed in taking proofs and limited edition work are most needed." This fact is most emphatically established by the list of users — we refer to the recognized leaders in the typographic arts.

VANDERCOOK & SONS
Originators of the Modern Proof Press
1716-22 W. Austin Avenue **Chicago, Ill.**

"NPJ" ROUND TABLE
(CONTINUED)

YOUR MILLINERS, AND ADVERTISING

A FAIRCHILD PUBLICATION survey shows that rural residents purchase most of their millinery in the cities, rather than from the general stores of their communities or from mail order houses. Less than one-quarter of their millinery is purchased at home, and less than one-fifth from mail order houses. Some opportunity for local advertising in community papers, eh?

A STRANGE Thing About Life

HANNEN SWAFFER in *Hearst's Magazine*: "But then the strange thing about life is that, never mind how much knowledge there was before we were born, we all have to learn it all over again for ourselves, each one of us, at great cost, and with great pain."

CLASSIFIED STANDARD PRACTICE CODE

THE ASSOCIATION of Newspaper Classified Advertising Managers has adopted the following Standard Code of practices governing acceptance and classification of certain advertisements:

1. HELP WANTED

   Insert under "Help Wanted, Male or Female" only those advertisements which have specific positions to offer respondents.

   All "Help Wanted" advertisements should state explicitly the nature of work the applicant is to do. If employment is on commission, advertiser must so state.

   a.—Advertisements for schools or training (local or foreign) must not be placed under this classification.

   b.—Advertisements of Employment Agencies should not appear under this classification. They should be placed under "Employment Agencies."

   c.—Advertisements which promise a stated salary contingent upon the investment of a certain sum or the purchase of stock, should not be placed under this classification. (If carried, they should be inserted under "Business Opportunities,")

2. SALESMEN WANTED

   Advertisements under this heading must clearly designate the article or service to be sold, also the basis of the compensation, whether salary or commission is paid.

   a.—Where employment is contingent on the purchase of an article, the advertisement should so state.

3. AGENTS WANTED

   Agents Wanted advertisements must state the nature of the business the agent is to represent.

   a.—Advertisements whose main purpose is to sell goods to agents and by them to be re-sold to the public, must so state.

4. INSTRUCTION

   Advertisements of schools or colleges, correspondence courses for any trade or industry (local or foreign) must appear under one of the following headings: "Educational," "Vocational," "Trade Schools," "Instructions," or other similar heading.

   The fact that instruction is offered and not immediate employment should be made apparent in the advertisement.

   a.—Such advertisements must not be placed under Help Wanted — Male or Female.

5. CLASSIFICATIONS

   Specific classifications may be requested, but copy should be submitted subject to the right of each publisher to decide finally as to its correct and logical classification.

6. PHRASEOLOGY

   A.—Base possible earnings on average rather than exceptional performance.

   B.—Avoid ambiguous or confusing statements.

   C.—Employment features and inducements should be accurately and sufficiently described.

Three hundred thirty-one individual publications are advertised in the December issue.

An investigation that gave conclusive proof!

Mr. A. L. Carmical, Director of Publicity and Promotion of the Chicago Evening American, wrote us early in October—

"You might be interested to know that I made an investigation some time ago among advertisers to determine what publications they would use if they were occupying my position as promotion manager and responsible for keeping his newspaper before those who controlled advertising appropriations.

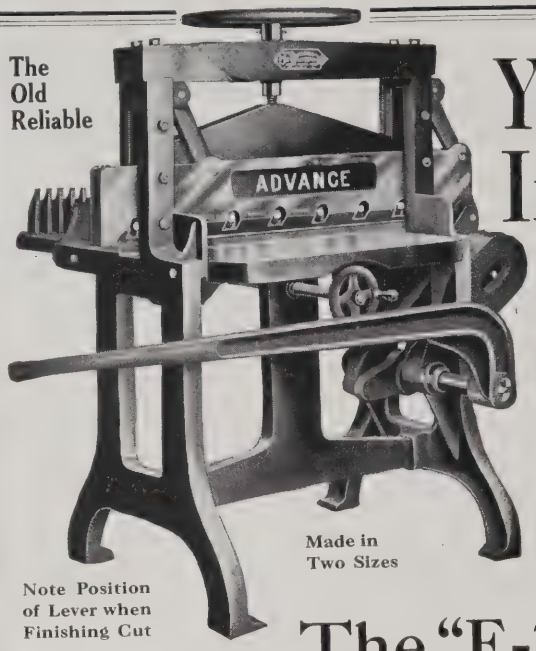
"The result of this investigation proved conclusively to me that Standard Rate & Data Service is used so extensively that it will be poor business, indeed, for any progressive newspaper to overlook the opportunity your publication affords to reach those who really make up advertising schedules."

STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

New York CHICAGO Los Angeles

The Old Reliable



Made in Two Sizes

Note Position of Lever when Finishing Cut

You Take No Chance In Buying an Advance

In the Lead for Over 30 Years

Made in Four Sizes, from the 16 and 19 inch Pony, with or without Iron Stand, to the sturdy 26½ and 30½ inch sizes as illustrated.

Powerful compound leverage; extra long, quickly adjusted interlocking back-gauge; adjustable gibs in side-frames; side-gauges on both sides, both front and back; half-inch cutting stick with facilities for easy removal, are only a few features of the ADVANCE.

The "E-Z" Cutter

16 and 19 Inch "Pony"

With or Without Stand

Advance Pony Cutters are thoroughly practical small cutters and do accurate and rapid work. Hundreds of printers use them for their small jobs to release the larger cutter for heavy, large work. They are also used in the supply departments of Railroads, Insurance Companies, Banks, Photo Finishers, Public Service Corporations, etc.

SOLD AND GUARANTEED BY ALL SUPPLY DEALERS

Challenge Proof Presses

The "Old Favorite"

Made in two styles and three sizes, from 9x27 to 16½x35 inches Write for Prices

With or without Stand

A good proof is more easily read and makes a good impression.

Challenge Proof Presses are built to take good proofs and give the best possible service.

The roller is extra heavy and makes only one revolution from end to end of bed. It is covered with the finest felt blanket. A Proof Roller Handle and Core is furnished with each press.

Presses without stand are made to fasten on any convenient table. Those with stand have a substantial iron frame, and beneath the bed is a convenient cabinet with door. Near the bottom is a large shelf for proof paper.

SOLD BY ALL DEALERS IN PRINTERS' SUPPLIES

MERCANTILE Addressing Machines

Foot Power

Postmasters laud it

Speed limited only by the operator's skill

A boy or girl can run it

Operates by Foot Power

No Labels to fall off in the Mails

The Mercantile is especially adapted to newspaper, periodical and envelope addressing, as well as for statements, cards, lists, etc. It prints directly on the paper, wrapper or envelope.

Use any size type or linotype slugs. Galleys hold 50 to 100 addresses. Operator has both hands free for feeding.

No Chance for Error

Send for Prices and Literature describing the Mercantile and Mercantile Galley Cabinets

The Challenge Machinery Co., Grand Haven, Michigan

CHICAGO, 17-19 East Austin Avenue

NEW YORK, 220 West 19th Street

"Our Customers Write Our Ads"

The Duplex Tubular is easy to operate, all controls are simple and can be reached from the floor level.

Papers—that are beautifully printed—are delivered at the rate of 30,000 per hour.

Only half as many plates have to be cast and about 20% less metal is used for each plate.

Bernard Hanks writes this one:

THE ABILENE DAILY REPORTER

PUBLISHED BY REPORTER PUBLISHING CO., INC. ABILENE, TEXAS

OVER 7000 DAILY 8000 SUNDAY

AFTERNOON SUNDAY MORNING NIGHT MAIL EDITION

BUSINESS OFFICE

Abilene, Texas [February 2nd, 1926

To An Inquiring Publisher:--

Your letter of the 29th, requesting our opinion or experience with the Duplex Tubular Press, received.

We take pleasure in advising that the Tubular has answered our every requirement in a most satisfactory and economical way since we have had it.

We installed the sixteen page Tubular a little over five years ago and have had practically no trouble since. It is a simple, speedy, and economical press and one that we believe comes nearer answering the requirements of the small town publisher than any that we know of.

We print a three-color magazine cover and also a colored comic section on our press, samples of which we are mailing under separate cover.

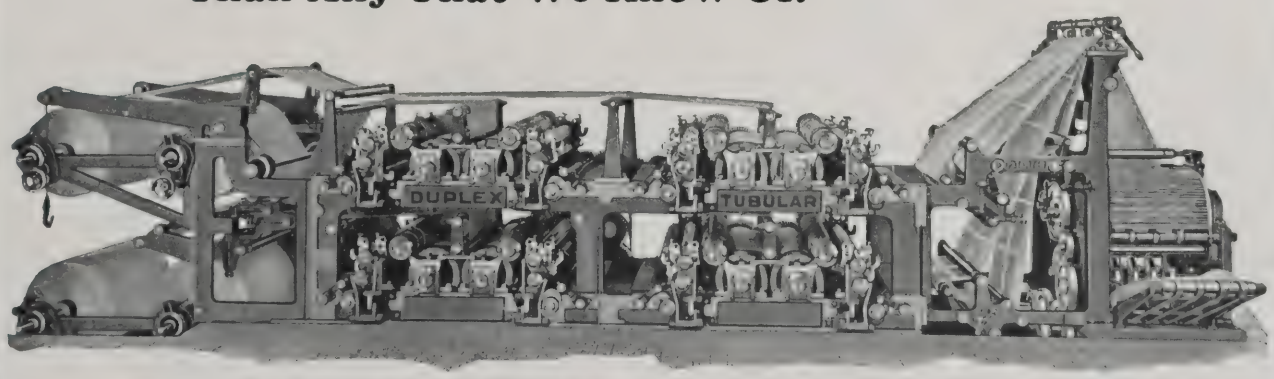
If there is any detailed information that you might desire, we will be glad to answer, if possible.

Very truly yours,
REPORTER PUBLISHING CO.

By Bernard Hanks

468-T Manager.

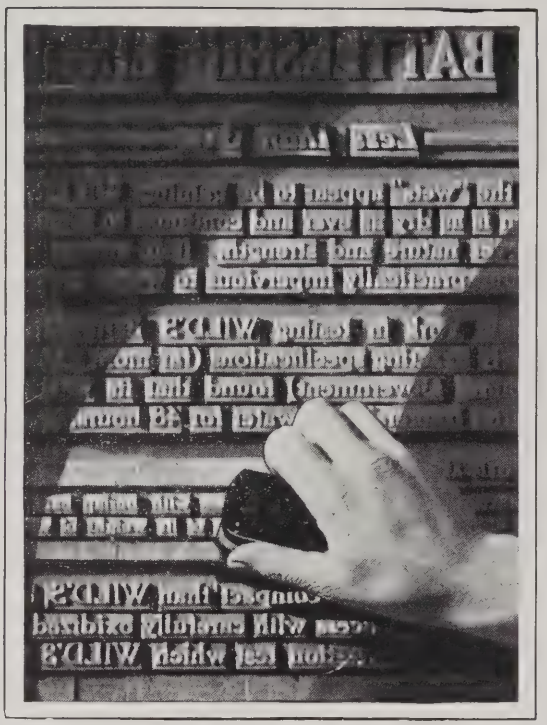
"The Duplex Tubular Is a Simple, Speedy and Economical Press and One That We Believe Comes Nearer Answering the Requirements of the Small Town Publisher Than Any That We Know Of."



THE DUPLEX TUBULAR PLATE PRESS—BUILT IN ALL PAGE SIZES

Write for Bulletin 704

THE DUPLEX PRINTING PRESS COMPANY OF BATTLE CREEK, MICHIGAN



ONE SWIPE AND IT'S CLEAN

By the time you wash your hands—it's dry!

Short runs are eliminated when you use Phenoid Type Cleaner.

When you are using "dirty paper," and the forms have to be wiped off frequently, or when you are changing inks on a color job, this rapid, effective type cleaner very soon proves its worth in the time it saves.

Even type caked with old, dried ink looks like new when cleaned with Phenoid.

Muddied runs become a thing of the past, and waste of paper for trial sheets is cut to a minimum.

For a general wash up—well, just try it.

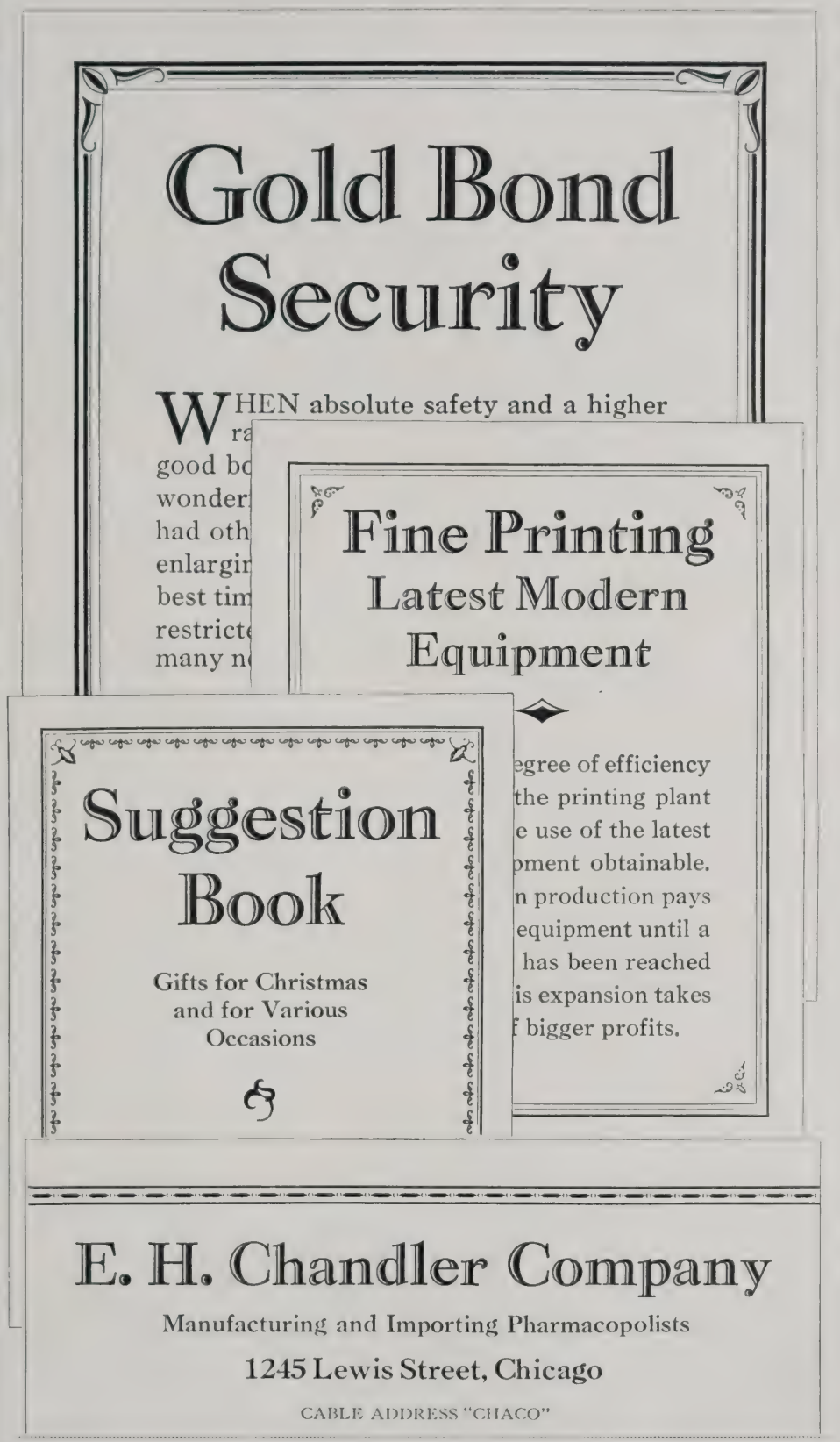
This type cleaner, harmless to metal, wood, or clothing, does not even irritate the skin.

TRY—AT OUR RISK—*Send for a quart can of Phenoid. When you have used it, pay us if you are satisfied. If not—send back the bill.*

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

CHALMERS CHEMICAL COMPANY · 123 CHESTNUT STREET, NEWARK, N. J.

LUDLOW CAMEO, A NEW AND DISTINCTIVE TYPEFACE



SIX
cost
48 Point Ludlow 19 Cameo

BUS
drop
42 Point Ludlow 19 Cameo

MET
boom
36 Point Ludlow 19 Cameo

GEMS
harder
30 Point Ludlow 19 Cameo

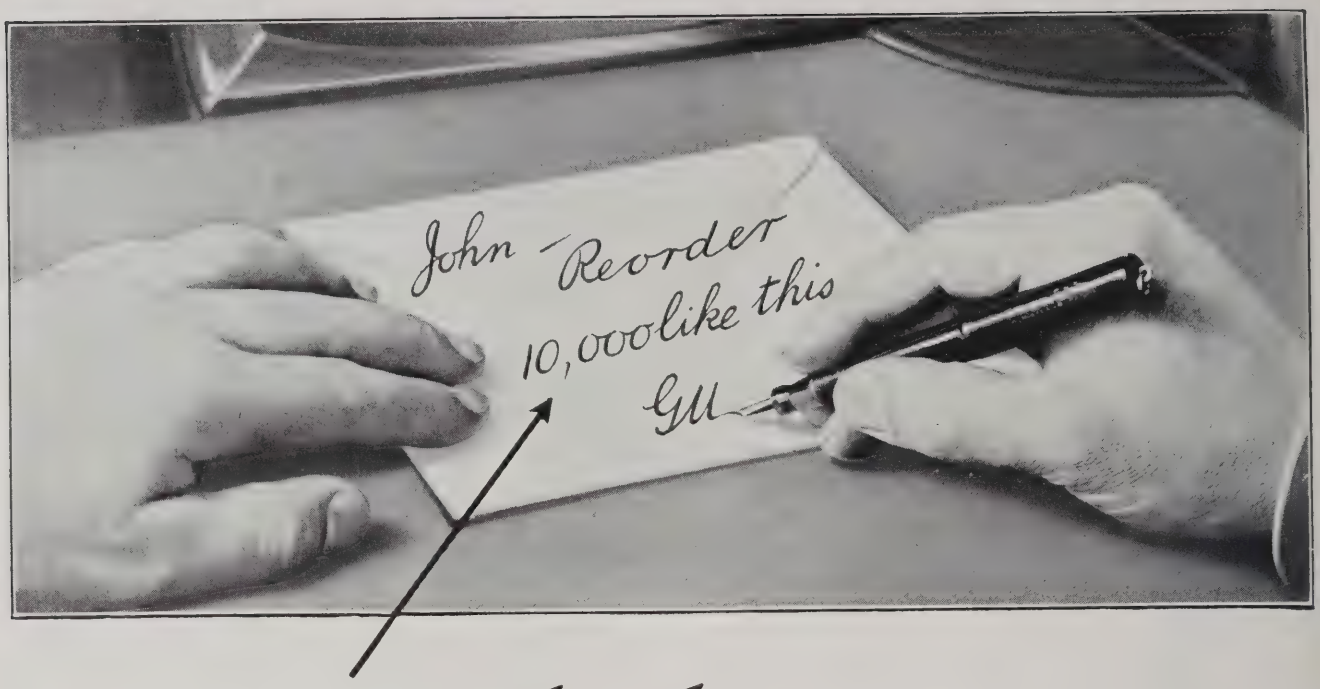
PLANT
reached
24 Point Ludlow 19 Cameo

JOBBERS
obtainable
18 Point Ludlow 19 Cameo

Ludlow Typograph Company 2032 Clybourn Avenue **Chicago, Ill.**

San Francisco: 5 Third Street Atlanta: 41 Marietta Street Boston: 470 Atlantic Avenue New York: 63 Park Row

LUDLOW QUALITY SLUG COMPOSITION FROM 6 TO 72-POINT



Of course *the boss wants them* again

USE

The manufacturers' initials are watermarked in the paper of every Columbian USE White Wove Envelope.

GUARANTEE

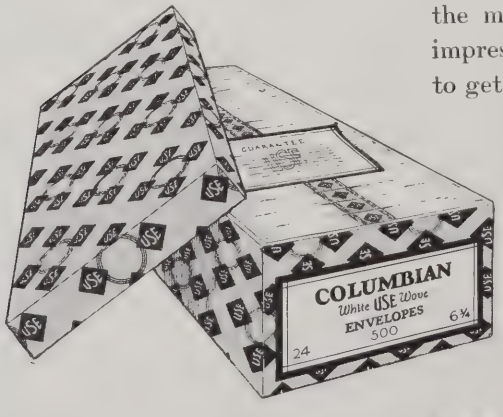
THESE COLUMBIAN Envelopes are guaranteed [illegible] cut, and gumming.

If, due to any fault in manufacture, they fail to give complete satisfaction, the distributor from whom you bought them, is authorized to replace them at our expense.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

Columbian USE White Woves are sold under this unconditional guarantee.



THE man you sell on Columbian USE White Wove Envelopes is pretty sure to reorder.

He'll want them again, because he'll like the way they shine up to pen and printing. He'll like their good appearance, which isn't lost in the mail, but lasts to impress favorably the people to whom he writes.

He'll like the attractive, dust-proof Columbian USE White Wove Box, which is so strikingly different from any other envelope package on the market. It catches his eye — impresses him, helps him remember to get the same kind again.

Columbian USE White Woves are good, plain, substantial envelopes, suitable for every business purpose. They come in all sizes from No. 5 to 14 and Monarch, and in 24 and 28 substance.

You can get Columbian USE White Woves from your regular paper merchant—or write us here at Springfield, and we'll put you in touch with a nearby distributor.

This box doesn't soil easily—doesn't show dust or finger-marks. Its attractive design "announces" Columbian USE White Woves right from your shelf.

United States Envelope Company

The World's Largest Manufacturers of Envelopes

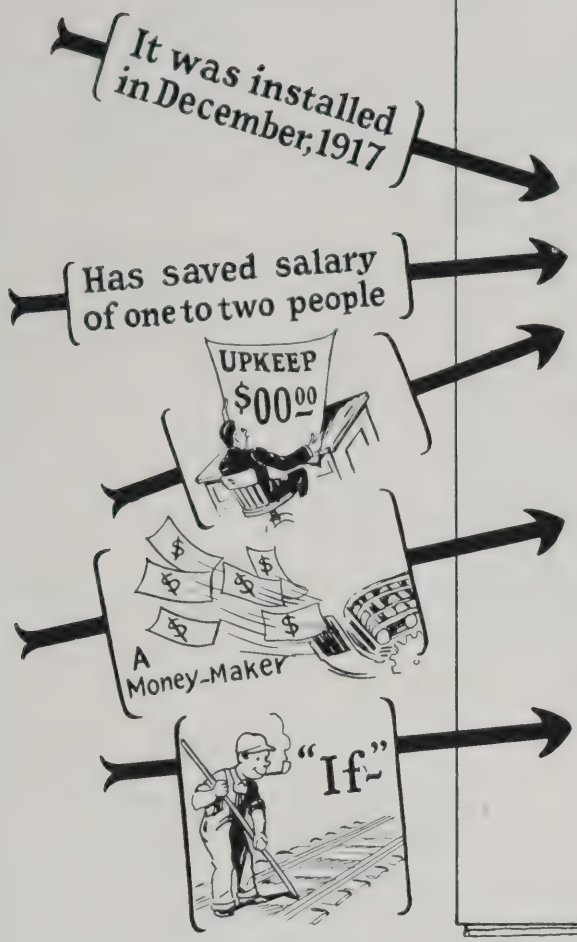
Springfield, Mass.

With eleven divisions covering the country

Location	*Division*
Worcester, Mass.	Logan, Swift & Brigham Envelope Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Manufacturing Co.
Springfield, Mass.	Morgan Envelope Co.
Waukegan, Ill.	National Envelope Co.
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Envelope Co.
Worcester, Mass.	W. H. Hill Envelope Co.
Indianapolis, Ind.	Central States Envelope Co.
San Francisco, Cal.	Pacific Coast Envelope Co.
Philadelphia, Pa.	Monarch Envelope Co.

COLUMBIAN White USE Wove ENVELOPES

LET THE TESTIMONY OF ITS USERS ANSWER YOUR QUESTIONS



THE LIBERAL NEWS

WARREN ZIMMERMAN, EDITOR

SUBSCRIPTION RATES: INSIDE FIRST ZONE $2 PER YEAR
OUTSIDE FIRST ZONE $3.00 PER YEAR

LIBERAL, KANSAS

July 10, 1926

Goss Printing Press Co.
Chicago, Ill
Dear sirs:

Replying to your communication regarding our experiences with the Goss Comet will say that it has been a joy to us every day since it was installed. I consider it the best investment I made in my office, for it has unquestionably saved me the salary of from one to two people all the while and has increased my capacity to do work and do it better at the same time. The upkeep has been so negligible that it might well be termed nothing, and that fairly. If a pressman pays any attention at all to his business he can run months without a web break, for we have done that very trick, going as high as three months at a time.

I have watched them all and I think the Goss is the easiest operated, the simplest and the least troublesome. And as a money-maker for a fellow who studies his business a Goss Comet is to a live newspaper office just what a new Buick Master Six is when you want to leave here and get to Chicago in a hurry.

If I had to give up my Goss Comet and go back to the old cylinder method, even if I had but 500 circulation, I'd quit the business and go to work on the section.

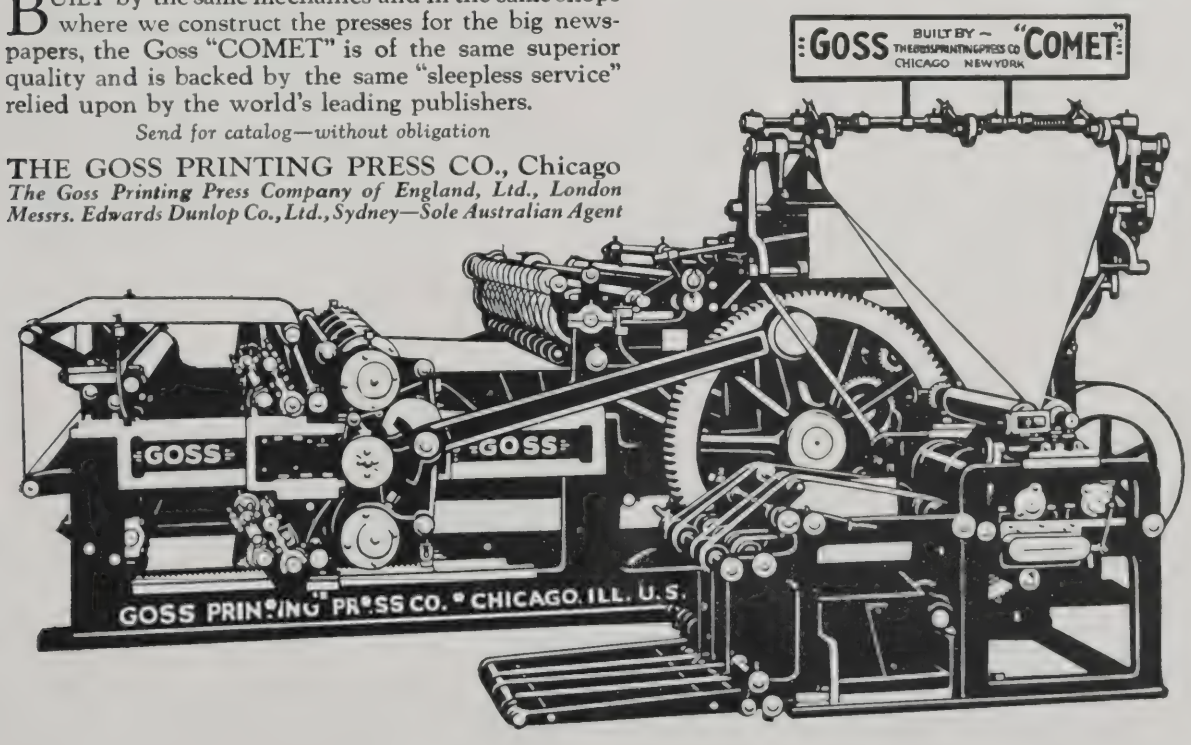
Yours truly,

Warren Zimmerman

BUILT by the same mechanics and in the same shops where we construct the presses for the big newspapers, the Goss "COMET" is of the same superior quality and is backed by the same "sleepless service" relied upon by the world's leading publishers.

Send for catalog—without obligation

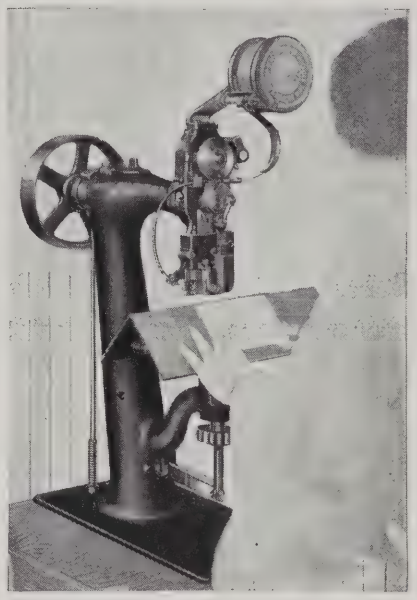
THE GOSS PRINTING PRESS CO., Chicago
The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Co., Ltd., Sydney—Sole Australian Agent



Three Monitors You Should Have

IMPORTANT ANNOUNCEMENT

A MONITOR
STITCHER
PERFORATOR
and
PUNCHING
MACHINE



ALL FOR $415
LIBERAL
TERMS

NO. 120 STITCHER
Capacity; 2 Sheets to ½" Flat or Saddle Work.
Motor Driven at small additional cost.

20 INCH FOOT POWER PERFORATOR
Round Hole
60 Gauge
Capacity — 2 to 6 Sheets

Increase Your Profits

MONITOR 20 INCH PUNCH
20" Between Centers; Capacity: ¼" Thickness.
Equipment: Table, Back and Side Gauges,
and 2 Round Hole Blocks.

COMPLETE THE JOB IN YOUR OWN PLANT - - BETTER YOUR SERVICE

Write for our liberal deferred payment plan

LATHAM MACHINERY COMPANY

1141 FULTON STREET, CHICAGO, U. S. A.

NEW YORK
47 Murray Street

PHILADELPHIA
Bourse Building

BOSTON
531 Atlantic Avenue

Single Types Are Best

Printers who know how to do good printing find no satisfactory substitute for single types in the composition of advertisements and job work. ❧ Monotype single types give the flexibility which is absolutely necessary in the production of good typographic results. Single type lines may be spaced or *respaced* at will, initial letters can be put where they belong, characters mortised if need be, corrections made in the shortest possible time without *resetting entire lines*—and when a line of type is set it is ready to lock up and print. ❧ Give your hand compositors the single types with which they have always worked—and always will work as long as they are asked to do good printing. Give them *new* Monotype type, borders, rules, spaces, leads and slugs *in an inexhaustible supply.* ❧ The result will be greater satisfaction to your advertisers and the buyers of your printing; greater convenience to your composing room employees, with a higher percentage of productive time and more output—*and greater satisfaction and profits for yourself.* ❧ Put a Monotype Type-&-Rule Caster at work for you now.

New Type, Ornaments, Borders, Special Characters and Rules, Leads and Slugs Can All Be Made in Your Own Plant

Lanston Monotype Machine Company
Philadelphia, Pa.

Composed in Cloister Bold No. 295, and Italian Old Style No. 243 Series

Do Your Stereotype Plates Come Quickly Enough?

Are They Good Printers?

Are They Round and True?

Do They Rid Your Presses of Paper Breaks?

A Poor Printing Plate Is the Father of a Lot of Trouble

IF plates are not true in curvature, they cannot print well.

If they are inaccurate in thickness —or are sprung in the making—they will break sheets on the press, injure press blankets, and print poorly.

Mis-shapen printing plates are not the fault of those who make them, but of the apparatus in which they are made. The most expert stereotyper cannot turn out true plates with hand apparatus.

Even with the best hand box and plate finisher made, plates will be untrue in curvature, inaccurate in thickness, and out of shape. Such plates are the cause of newsprint waste, press delays, and poorly printed papers.

Do You Use the Autoplate Machine?

or

Are Your Plates Still Made by Hand?

MARQUETTE ENAMEL

The Programme

A WESTVACO SURFACE FOR EVERY PRINTING NEED

Copyright 1926 West Virginia Pulp & Paper Company

See reverse side for LIST OF DISTRIBUTORS

The Mill Price List *Distributors* of

WESTVACO MILL BRAND PAPERS

The Chatfield & Woods Company
20 W. Glenn Street, *Atlanta, Ga.*

The Arnold-Roberts Company
Augusta, Me.

Bradley-Reese Company
308 W. Pratt Street, *Baltimore, Md.*

Graham Paper Company
1726 Avenue B, *Birmingham, Ala.*

The Arnold-Roberts Company
180 Congress Street, *Boston, Mass.*

The Union Paper & Twine Company
Larkin Terminal Building,
Buffalo, N. Y.

Bradner Smith & Company
333 S. Desplaines Street, *Chicago, Ill.*

West Virginia Pulp & Paper Company
732 Sherman Street, *Chicago, Ill.*

The Chatfield & Woods Company
3rd, Plum & Pearl Streets,
Cincinnati, O.

The Union Paper & Twine Company
116–128 St. Clair Avenue, N. W.
Cleveland, O.

Graham Paper Company
1001-1007 Broom Street, *Dallas, Texas*

Carpenter Paper Company of Iowa
106–112 Seventh Street Viaduct,
Des Moines, Ia.

The Union Paper & Twine Company
551 E. Fort Street, *Detroit, Mich.*

Graham Paper Company
201 Anthony Street, *El Paso, Texas*

Graham Paper Company
1002-1008 Washington Avenue,
Houston, Texas

Graham Paper Company
332-336 W. 6th Street, Traffic Way,
Kansas City, Mo.

West Virginia Pulp & Paper Co.
122 East 7th Street, *Los Angeles, Cal.*

The
Mill Price List

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
Westvaco Folding Enamel
Pinnacle Extra Strong Embossing Enamel
Westvaco Ideal Litho.
Westvaco Satin White Translucent
Westvaco Coated Post Card
Clear Spring Super
Clear Spring English Finish
Clear Spring Text
Westvaco Super
Westvaco M.F.
Westvaco Eggshell
Minerco Bond
Origa Writing
Westvaco Mimeograph
Westvaco Index Bristol
Westvaco Post Card

WESTVACO
QUALITY

Manufactured by

WEST VIRGINIA PULP & PAPER COMPANY

The E. A. Bouer Company
175–185 Hanover Street,
Milwaukee, Wis.

Graham Paper Company
607 Washington Avenue, South,
Minneapolis, Minn.

Graham Paper Company
222 Second Avenue, North
Nashville, Tenn.

The Arnold-Roberts Company
511 Chapel Street, *New Haven, Conn.*

Graham Paper Company
S. Peters, Gravier & Fulton Streets,
New Orleans, La.

Beekman Paper and Card Company, Inc.
137–141 Varick Street
New York, N. Y.

West Virginia Pulp & Paper Company
200 Fifth Avenue, *New York, N. Y.*

Carpenter Paper Company
9th & Harney Streets, *Omaha, Neb.*

Lindsay Bros., Inc.
419 S. Front Street, *Philadelphia, Pa.*

The Chatfield & Woods Company
2nd & Liberty Avenues,
Pittsburgh, Pa.

The Arnold-Roberts Company
86 Weybosset Street, *Providence, R. I.*

Richmond Paper Company, Inc.
201 Governor Street, *Richmond, Va.*

The Union Paper & Twine Company
25 Spencer Street, *Rochester, N. Y.*

Graham Paper Company
1014 Spruce Street, *St. Louis, Mo.*

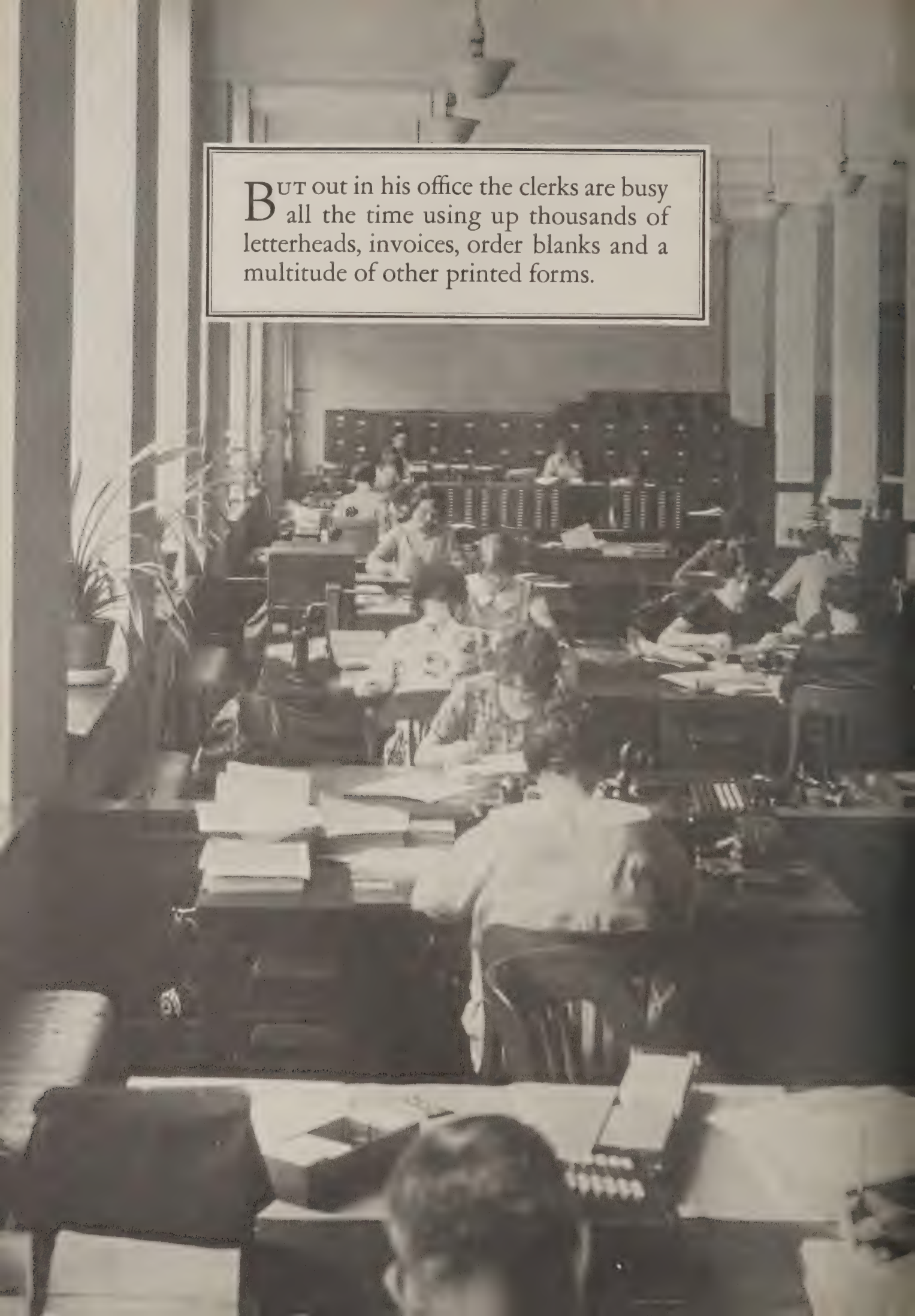
Graham Paper Company
16 East 4th Street, *St. Paul, Minn.*

West Virginia Pulp & Paper Company
503 Market Street, *San Francisco, Cal.*

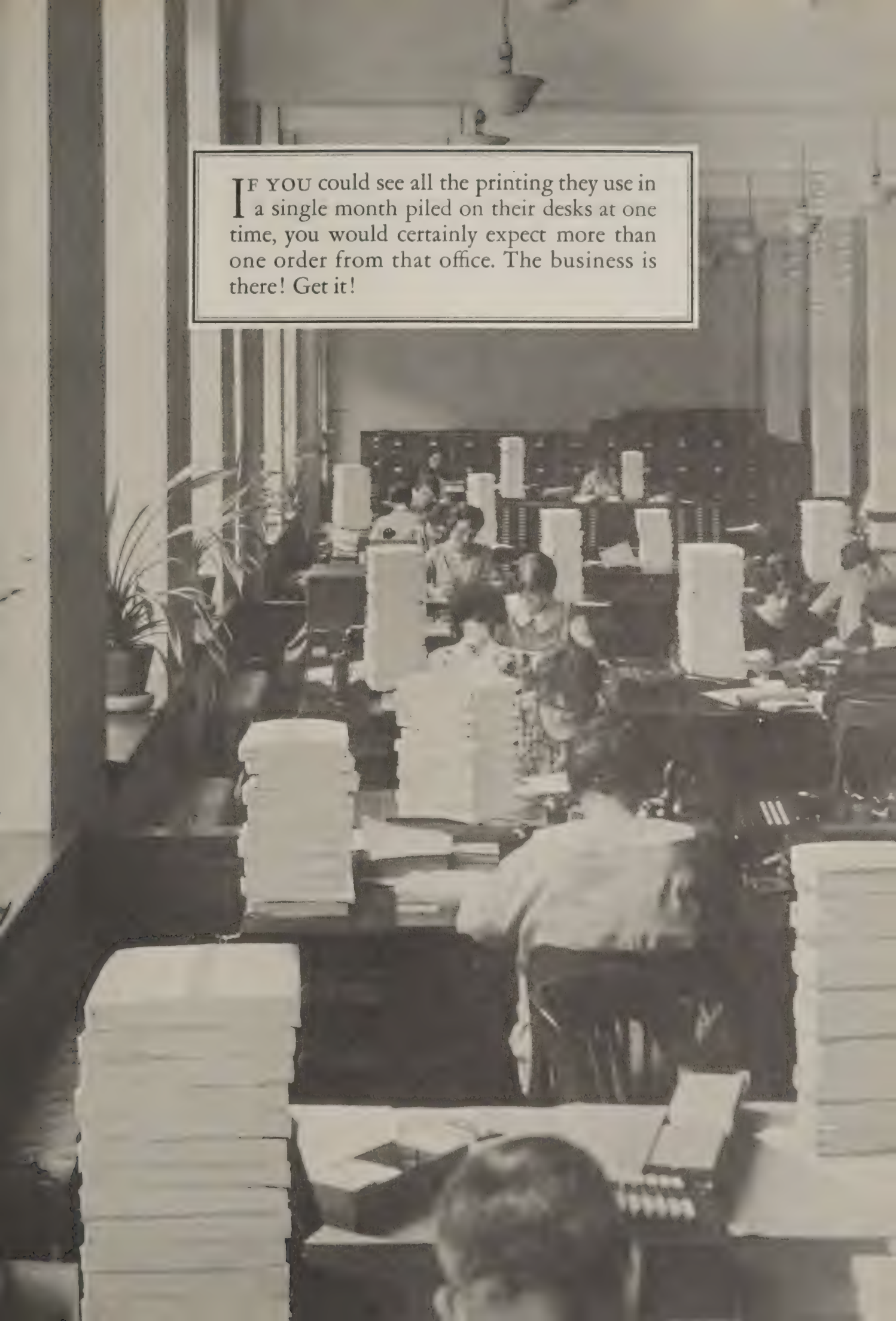
R. P. Andrews Paper Company
704 1st Street, S. E., *Washington, D. C.*

R. P. Andrews Paper Company
York, Pa.

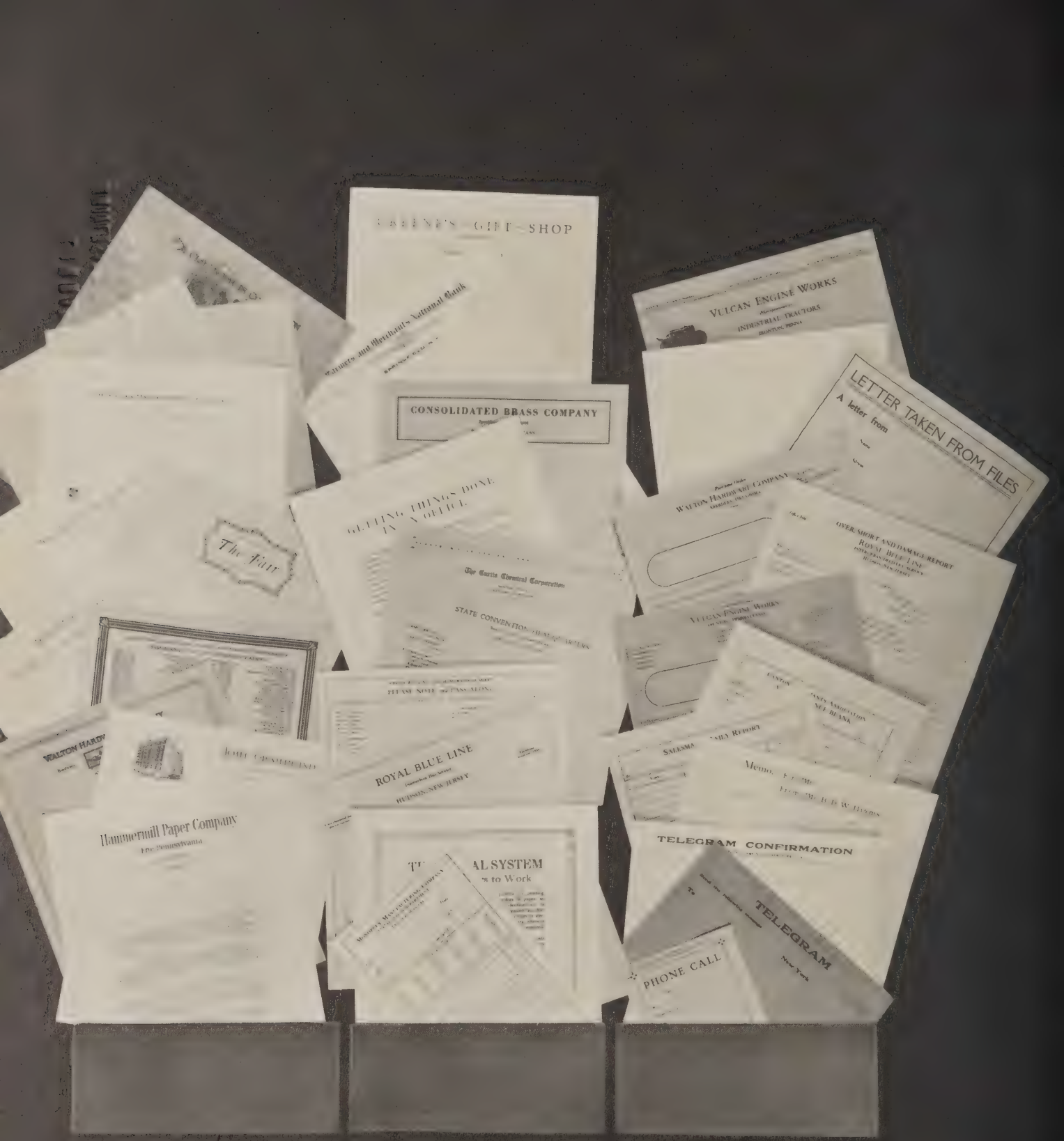
You are willing to make a call on a customer to get a single order for printing. Often he says "Nothing more today."



But out in his office the clerks are busy all the time using up thousands of letterheads, invoices, order blanks and a multitude of other printed forms.



IF YOU could see all the printing they use in a single month piled on their desks at one time, you would certainly expect more than one order from that office. The business is there! Get it!



GO AFTER it with a Hammermill Bond Working Kit which will help you show your customer the advantages of standardizing and simplifying his printing, the merit of the signal system of colors.— He needs you. You want his business. Use the Hammermill Bond Working Kit to get it.

A Kit will be sent to every printer who writes for it to:

HAMMERMILL PAPER COMPANY · ERIE, PA.

PHOTOGRAPHS BY SCANDLIN

PRINTING HOUSE OF WILLIAM EDWIN RUDGE

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

FLORIDA MUST REBUILD: Get your Charted, Accurate, Commercial Reports, Sub-divisions, City of VERIFIED PHOTOS. CLARA HANKS BLACKMAN, Merchandising Director, St. Petersburg Visitors Press Association.

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

If you want to buy, sell or consolidate newspaper, write Omar D. Gray, Sturgeon, Mo.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.
Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

426-428 Elm St., Cincinnati, will give you the best rollers than can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us."

The International Circulation Managers' Association

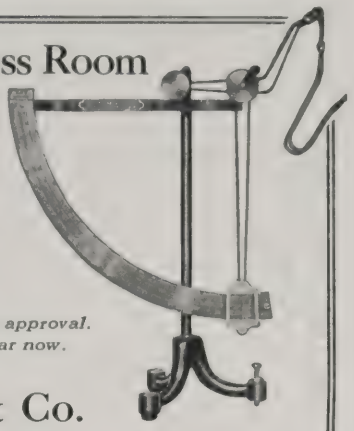
can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please,
Mr. Clarence Eyster
c/o STAR, Peoria, Ill.

Equip Your Press Room

with a

Cady Scale



This scale determines whether your paper is over or under weight.

All goods sent on ten days approval.
Write for life size circular now.

E. J. Cady & Co.
549 West Washington Boulevard, Chicago, Illinois

MILLER SAW-TRIMMER CO.

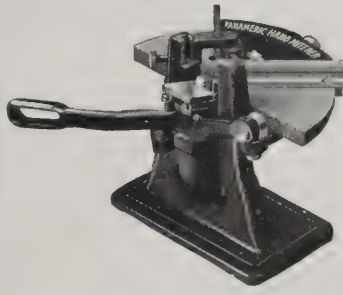
Miller Automatic Feeders	C. & P. Gordon Presses
Miller "High-Speed" Presses	C. & P. Lever Cutters
Miller Craftsman Units	C. & P. Power Cutters
Miller Ideal Units	Advance Lever Cutters
Miller Saw-Trimmers	Diamond Power Cutters
Liberty Folders	National Power Cutters

Write for Descriptive Matter, Prices and Terms

Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco



Panameric Hand Miterer

New
Low Priced

H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

Season's Greetings

TO all our good friends throughout the newspaper and printing fraternity, friends of whom we have sought to be worthy through providing the best and purest in type metal for twenty-five years —we broadcast this message of good cheer.

Gardiner Metals will always aid you in blending upon the printed page whatever is useful and beautiful—will always enable you to achieve highest standards of printing.

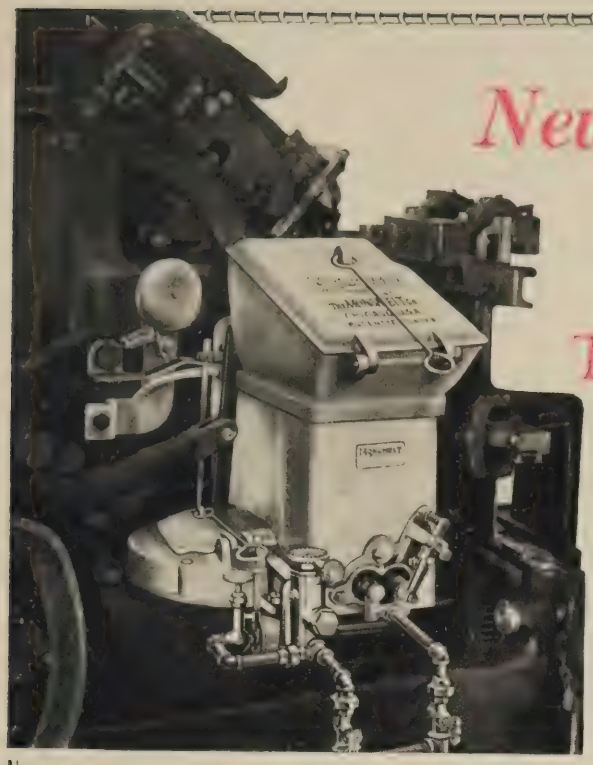
While our best wishes are for you throughout the entire year we take this appropriate opportunity to wish you

A Very Merry Christmas and a Happy and Prosperous New Year

Gardiner Metal Company

Established 1901

1356 West Lake Street **Chicago, Ill.**



Newspaper Publishers

ARE SAVING TIME
AND CUTTING COSTS
by installing

The Mono-Melting System

Increases machine production 10% to 25%.
Saves time and expense and waste of remelting.
Eliminates low lines—hot and cold metal.
Insures more solid slugs and sharper type face.
Reduces investment—less metal stock required.
Keeps type metal in balance—prolongs its life.

Gas and Electric Equipment

IN SUCCESSFUL OPERATION ON THOUSANDS OF MACHINES

The Warsaw (Ind.) Union

WE STUDIED the Mono-Melting System a year before we bought and are only sorry that we waited so long. We would not sell our Monomelts now at twice what they cost us. We are now getting 6000 ems more per day than the old way.—R. W. BARTOL, *Publisher.*

Morgantown (W. Va.) Post

OVER TWO YEARS' use has proven The Mono-Melting System to be the greatest time and metal saver we know of. Monomelts have saved more than their cost in metal alone and have not cost one penny for upkeep. Our operators would not be without them.—J. MONROE BOYER, *Publisher*

The Evansville (Ind.) Press

INSTALLED Mono-Melting System September, 1925. Entirely satisfactory. Reduced drossage and elimination of labor alone justifies installation. Have not had single claim for adjustment for dim print in advertisment account low lines since Mono-Melting System was installed. The clearness of our print draws comment.—F. R. PETERS, *Publisher.*

PLEASE EXPLAIN HOW THE MONO-MELTING SYSTEM, IF INSTALLED IN OUR PLANT, WOULD

- ☐ Increase production 10%.
- ☐ Cut metal drossage 75%.
- ☐ Clean and purify our type metal.
- ☐ Insure clearer and sharper type faces.
- ☐ Produce solid slugs.
- ☐ Eliminate hot and cold metal.
- ☐ Save time, labor and floor space.
- ☐ Prevent sunken and defective letters.
- ☐ Eliminate our remelting furnace.

We have the following machines:

No. of Machines	Make	No. with Gas Pots	No. with Electric Pots
	Linotype		
	Intertype		
	Linograph		

____Ludlows____Elrods____Monotypes

Kind of Plant: ☐ Newspaper ☐ Job ☐ Book ☐ Law ☐ Composition

No. of Operators Employed _____

No. of Feeders_____ Make_____

Firm Name_____

Street No._____

City and State_____

Signed by_____

Title_____

Paducah (Ky.) Evening Sun

WE HAVE used the Mono-Melting System for three years and find it fulfills the purpose for which sold. It is a great step forward in handling type metal on type-setting machines as it saves time, produces better slugs and economizes on metal consumption.—EDWIN J. PAXTON, *Publisher.*

The Warren (Pa.) Tribune

THE Mono-Melting System has proved its worth ten times over. Our metal troubles are now at an end and we do not propose to buy any new metal for a long while. I do not see how any up-to-date shop can afford to do without the Monomelt.—C. B. HALLINGER, *Manager.*

The Chat, Brooklyn, N. Y.

BASED on our three years experience with the Single Melting System we know that the Monomelt is an unqualified success. We discarded eight cold metal feeders and are glad we did so Whenever more linotypes are installed we shall equip them with Monomelts. A. R. DAVIS, *Publisher.*

"DISCARDED COLD METAL FEEDERS AND ARE GLAD WE DID SO."

THE MONOMELT CO.

4506-16 Ravenswood Ave. Chicago, U. S. A.

EXHIBIT OF FINE PRINTING IN THE LINOTYPE BOOTH AT THE D. M. A. A. CONVENTION IN DETROIT

NO FINER BOOKS THAN THESE

In beauty of type face, in the texture of their pages, in evenness of spacing, these books met the most critical demands. Printers from all over the country examined them with delight.

It was a revelation to many to learn that many of the most admired books and magazines—the work of such eminent typographic designers as *W. A. Kittredge, Carl Purington Rollins, Bruce Rogers* and *Fred T. Singleton*—are being set on the LINOTYPE.

LINOTYPE

MERGENTHALER LINOTYPE COMPANY. BROOKLYN, N. Y., CHICAGO, SAN FRANCISCO, NEW ORLEANS

LINOTYPED IN BENEDICTINE BOOK

520.26.12-A

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